

ATLANTIC AVENUE GRANT PROGRAM (AAG)

Matching investments from $5,000 to $25,000 to support businesses between 2nd and 40th Streets on Atlantic Avenue

virginia beach

To learn more and apply, visit this page:

www.yesvirginiabeach.com/aag

A. WHAT IS AAG?

AAG is a reimbursement program for significant exterior improvements for businesses and property owners located along Atlantic Avenue from 2nd Street to 40th Street within the Virginia Beach Oceanfront Resort Area.

The AAG program offers a 50% match of investments between $5,000 and $25,000 for exterior building, site, and outdoor dining improvements. Please note this is only a 50% match of the actual capital investment. *(For example, if you invest $50,000, we will match 50% or $25,000.)*

B. WHO IS ELIGIBLE?

- Owners and tenants of properties with frontage on Atlantic Avenue from 2nd to 40th Street in Virginia Beach.
- Properties and applicants must be in zoning compliance at the time of application and current on all City of Virginia Beach licenses, fees, and taxes.

C. WHAT IMPROVEMENTS ARE ELIGIBLE?

Improvement projects must not have already occurred at the time of the application and must make a visible, demonstrable improvement to the exterior of a building or property. All improvements are required to meet applicable zoning, building codes, and Oceanfront design guidelines (Oceanfront-Resort-District-Design-Guidelines-2017.pdf).

Routine maintenance, indoor improvements, consumable supplies, and other non-capital investments will not be considered. All improvements shall be made to the exterior sides of the building or property that directly borders Atlantic Avenue, not the Virginia Beach Oceanfront Boardwalk. Improvements eligible for grant funding are as follows:

FAÇADE IMPROVEMENTS

Exterior improvements may include any highly visible windows, doors, awnings, parapets, canopies, accent or security, and building material upgrades. Building material specifications, imagery, and scaled drawings or elevations of the proposed improvements, as would be required by the City of Virginia Beach to obtain a permit, must be provided.

Routine maintenance, such as roofing system repairs/ replacements, power washing, and HVAC system repairs/replacements are not eligible.

LIGHTS & LIGHTING FIXTURES

Fixture height, light source, and mounting requirements must be adhered to while promoting the following lighting standards: security, accent, canopy area, and commercial parking area.

SIGNAGE

Signage improvements may include new or replacement of commercial signage. Scaled drawings with measurements of proposed sign(s), description, proposed location, and other specifications, as would be required for zoning review and approval, must be provided. All signs must follow the Oceanfront Resort District Form based Code.

ART

Murals, sculptures and wall art must be differentiated from signage by avoiding incorporation of the business name, advertising any product, merchandise or service, business or establishment.

LANDSCAPING & PLANTERS

Significant additions, removals, or revisions to the ornamental landscape (including trees, bushes, shrubs, flowers, etc.) that are associated with the street frontage landscaping of parking lots or building facades on a property are eligible. A landscape plan must be submitted, illustrating the scope of work to include site location, size, vegetation types, and quantities.

OUTDOOR CAFÉS

Upgrades to or the establishment of an outdoor café are eligible. A detailed scaled drawing of the outdoor café site, with the survey of the property, is required. All outdoor sidewalk cafés within the City Right-Of-Way must be in compliance with the Resort Area Outdoor Cafe Franchise Regulations. The deadline to apply for a new Outdoor Cafe in the City Right-Of-Way for proceeding summer season is February 1, 2026. Construction of Cafe's within City Right-Of-Ways is prohibited between May 15 and October 1.

D. HOW MUCH ARE THE GRANTS?

Applicants may request one grant between $5,000 and $25,000 to match their investment of at least the same amount to achieve the proposed improvements.

A third-party cost estimate or a quote for the proposed improvements is required to justify the grant amount request. Funding is available on a competitive first-come, first-served basis until funds for the fiscal year are depleted.

No more than one grant shall be awarded to a business or property owner per fiscal year. Funding is not an entitlement and is available on a competitive first-come, first-served basis until funds for the fiscal year are depleted.

F. WHAT IS THE SELECTION PROCESS?

Applications will first be ranked on:

- Completeness of application
- Business eligibility (per section B)
- Proposed improvement eligibility (per section C)

A Grant Review Committee will then evaluate the highest-ranked applications and recommend those that make the most demonstrable impact for approval to the Virginia Beach Development Authority (VBDA). VBDA will approve a resolution authorizing the grant award.

The Grant Review Committee is comprised of representatives from Virginia Beach City Council, VBDA, the Resort Advisory Commission, and the City Divisions of Zoning, Resort Management, and Economic Development.

G. HOW DO I RECEIVE THE GRANT?

Grants are performance-based and will be authorized by VBDA after successful completion and evaluation of the improvements. Invoices and proof of payment must be submitted.

All improvements must be completed within twelve (12) months from the date of grant award. A final inspection by Economic Development Staff will be conducted prior to payment approval to ensure consistency with the originally approved improvements. Substantial changes to the originally approved improvements must be approved by the VBDA prior to making changes. Only one grant check will be issued per award. If the work is not substantially complete within twelve (12) months from the award date, the Resolution becomes null and void.