



## Loudoun County, Virginia

[www.loudoun.gov](http://www.loudoun.gov)

## NEWS RELEASE

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For Immediate Release  
July 18, 2023

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### County Offers Grants to Businesses Affected by Road Name Changes

Loudoun County is offering grants to help businesses financially impacted by the renaming of several streets and roads in Loudoun County. The county's Road Renaming Business Assistance Program is open to for-profit and nonprofit businesses with an address on a roadway being renamed at the [direction of the Board of Supervisors](#) following the Board's decision to inventory and review Confederate and segregationist symbols in the county. The program includes a one-time grant and a sign reimbursement grant and is being administered in two phases, based on location. The application process will close December 1, 2023.

#### One-Time Grant

- Home-based businesses are eligible for a one-time grant of \$500.
- Businesses in commercial spaces or nonprofits are eligible for a one-time grant of \$750.

#### Sign Reimbursement Grant

- A sign reimbursement grant of up to \$5,000 is available for businesses or nonprofits that require modification or replacement of storefront or free-standing or vehicle signs that show the full address of the business or property.

#### Phase 1 is Now Open

Businesses or nonprofits located on the following roads may apply for the grants now:

- Early Avenue/Earlybird Avenue
- Fort Johnston Road/Fort Star Lane
- Fort Johnston Road/Leeland Orchard Road
- Hampton Road/Cinnamon Fern Road
- Jackson Avenue/Honeybee Avenue
- Jeb Stuart Road/Philomont Road
- Lee Drive/Turtle Hill Drive
- Leesburg Court/Compass Rose Court
- Little River Lane/Vilgrain Farm Lane
- Longstreet Avenue/Piper Run Avenue

#### Phase 2 Opens August 14

Businesses or nonprofits with an address on Route 7 or Route 50 may apply starting Monday, August 14, 2023.

### **More Information**

Detailed information about the program, including eligibility criteria and a link to the grant application, may be found at [loudoun.gov/RoadRenamingAssistance](https://loudoun.gov/RoadRenamingAssistance).

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