

12 tenants to open in Norfolk retail incubator

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Rendering of Selden Market courtesy Downtown Norfolk Council

Selden Market has secured leases with 12 storefront tenants, which will open in downtown Norfolk on Oct. 4.

Located in the historic Selden Arcade that sits between Main and Plume streets in Downtown, Selden Market will serve as the Downtown Norfolk Council's first retail incubator for new and emerging businesses.

Selden Arcade, which will serve as the connector between Slover Library and The Main hotel, will have multiple small-business tenants and booths for rotating pop-up businesses. The goal of the market is to stimulate street-level activity with low rents and short-term leases

"We have had so much interest in Selden Market from new and existing business owners," Drew Ungvarsky, chairman of the Downtown Norfolk Council's Vibrant Spaces committee and CEO and executive creative director of Grow, said in a statement. "We reviewed and selected the applicants with the goal to create a lively and energetic environment for Downtown Norfolk. We anticipate Selden Market will continue to evolve as these businesses grow and get established."

Selden Market will be operated by the Downtown Norfolk Council. The market's hours will be 11 a.m. to 8 p.m. Monday through Saturday and 11 a.m. to 5 p.m. on Sunday.

Selden Market is the latest initiative in Downtown Norfolk Council's Vibrant Spaces program, which started in 2015. The first phase attracted 86 applicants

for six available spaces. Downtown Norfolk Council is a private, not-for-profit membership organization including businesses and individuals working toward a dynamic downtown.