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New Businesses Are Brewing at Percolator in Downtown Norfolk

Expansion adds 20,000 square feet of co-working space

NORFOLK, Va. – (April 2018) – Developer Bobby Wright has long been considered a pioneer in Downtown Norfolk. Recently, his efforts have been focused on developing emerging businesses at Percolator, a co-working space he owns and operates at 259 Granby Street.

Percolator opened in late 2017 with little fanfare. Over the last six months, the energetic mix of entrepreneurs, startups and innovators formed a community that has grown and spread the word to others. Clients range from filmmakers to architects to cloud-based service providers. There's even an attorney who freely shares sage advice to the entrepreneurs.

"It's an incredible 10,000-square-foot space that was originally designed for game manufacturer Decipher," said Wright. "There are big open spaces with Brooklyn-style skylights, collaboration and audio/visual rooms, ping pong and foosball tables, desk and office spaces sized to need and mail boxes. Membership in Percolator includes membership to the adjacent Gym Downtown and business-to-business discounts. There's a great flow to the space with a tremendous amount of light, and the location is strategically located in the middle of Downtown."

Wright researched other co-working formulas around the country and the world to refine the offering in Downtown. The benefits to members are competitive pricing, options

such as flex desk, dedicated desk and office space, high-speed internet, snacks, copies and freshly brewed coffee around the clock.

“What really makes this unique is the collaborative environment that encourages small business owners to form relationships,” added Wright. “We have regular networking and educational sessions in addition to just plain fun events. Many of the business owners are not from the area so this has provided a platform to meet others with similar business challenges. We even have mentoring from business professionals in the community to provide guidance in finance and marketing that touch every business.”

Percolator has become such a success that Wright has announced a second campus at 253 Monticello Avenue. The 20,000-square-foot expansion will occupy office space on the second floor and third floors. The 70,000-square-foot building also includes space for special events and training quarters on the first floor.

“This concept fits perfectly with what Downtown Norfolk Council has been doing with our retail incubator in Selden Market,” said DNC President and CEO Mary Miller. “A whole new business community is emerging in these spaces with an emphasis on sharing information, contacts and success.”

Business owners can rent the amount of space they need from Percolator without a long-term commitment. What Wright has found is that most businesses grow and eventually take even larger spaces than anticipated.

“I have always worked to grow Downtown and especially small businesses,” said Wright. “Some of these owners started in a coffee shop and have now graduated to a multi-person office. We have app developers working on international aid in addition to music producers and nonprofits. It’s really about providing an encouraging environment for entrepreneurs to flourish.”

Spaces are currently available in the Percolator Monticello campus at 253 Monticello as the Percolator Granby campus at 259 Granby Street is at capacity. For information and to look at available spaces, visit percolatorspace.com or call (757) 828-6487 | info@percolatorspace.com.

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