

Finally, a Business Downtown that Will Dye Your Dog's Hair Green: Muddy Paws to Open

March 16, 2016 By Downtown Norfolk Council

Downtown Norfolk Council's [Vibrant Spaces](#) program is pleased to welcome its first new business, Muddy Paws Downtown. The boutique pet supply and services store will open March 19 at 400 Granby Street, Suite B at 11 a.m.

Muddy Paws Downtown will offer Downtowners a chic, pet boutique complete with self-service dog washing. During the grand opening, dogs can get a special green dye treatment to celebrate St. Patrick's Day, green bandanas, green feathers and bone key chains. Downtown Norfolk Council Ambassadors will also be there to distribute leash bags and pet waste awareness information as part of its Scoop the Poop initiative.



“We wanted to have a little fun and have our own St. Patrick’s Day Doggy Style in Downtown,” said owner Maryann Jacobson. This is the second location for Muddy Paws.

The Downtown concept features a self-service washing station that caters to the many pet owners living and working in the vicinity. The owners also plan to activate the space inside and out, hosting pet-friendly social events like Yappy Hours throughout the year.

Additionally, an urban dog run is being developed in the green space next door to Muddy Paws Downtown thanks to a generous donation from Marathon Development. Muddy Paws also provides full grooming services for a complete pet spa experience.

Phase I of Vibrant Spaces offered available spaces in Downtown Norfolk to businesses that provided proposals to bring a multitude of customer experiences under one roof—often a hybrid of shopping, service, food, events, entertainment, lounging, and/or working. The three best applicants were awarded \$20,000 plus half-off market rent for two years with a signed lease. Two other businesses will open soon as part of Phase I including Prince Ink Co. at 433 Granby Street and Lamia’s Crepes at 401 Granby Street.

“We welcome Muddy Paws to Downtown,” said Mary Miller, president and CEO of Downtown Norfolk Council. “During our resident surveys, pet and dog services ranked very high on things they wanted to see in Downtown. And, we anticipate they will create energy and vibrancy along with great customer service.”

The Vibrant Spaces program will continue with an additional \$50,000 in matching grants. These grants are available to new and existing businesses that create street-level vibrancy. The committee works with small businesses to identify available spaces and encourage landlords to offer incentives to get new businesses established in Downtown. It will also continue to act as a matchmaker. Businesses should identify desired spaces and bring the ideas to the committee for consideration and funding. More information is available at vibrantspaces.com.

Downtown Norfolk Council (DNC) is a private, not-for-profit membership organization comprised of businesses and individuals working toward a dynamic, attractive and prosperous Downtown. DNC also manages the Downtown Norfolk Improvement District, a 48-block special services district with enhanced services that keep Downtown friendly, safe and spotless. Connect with Downtown Norfolk on Twitter, Facebook and Instagram or visit DowntownNorfolk.org.