



# MEDIA RELEASE

## St. Paul's Area Transformation

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### Developers and City Officials Celebrate the Next Phase in Kindred

*City of Norfolk, Norfolk Redevelopment and Housing Authority and Developers Host Groundbreaking Ceremony*

NORFOLK, Va. – On April 10 at 2 p.m., officials from the City of Norfolk, Norfolk Redevelopment and Housing Authority (NRHA), Brinshore Development, Banc of America CDC and BBRM Norfolk Partners will break ground on the third phase of the St. Paul's Transformation Area, *Kinship at Kindred*, located at 430 Church St.

*Kinship at Kindred* has an expected completion date of December 2026 and will offer 191 total units, with 33 designated as replacement dwellings for residents relocating from Tidewater Gardens. Varied bedroom sizes, a playground area and retail spaces are part of the forthcoming property's layout.

"The groundbreaking of *Kinship at Kindred* is the next step in revitalizing Tidewater Gardens, creating a vibrant, inclusive community that will provide new opportunities and enhance the quality of life for all Norfolk residents," stated Norfolk Mayor, Kenneth Cooper Alexander, Ph.D. "This project represents an \$85 million investment in the future of our city and our ongoing commitment to former residents and new to create a space and place for everyone."

NRHA Executive Director Nathan Simms said this phase of development keeps momentum and motivation high in the St. Paul's quadrant.

"More shovels in the ground means more affordable housing is being cultivated. From the ground up, as a city, we are ensuring residents have housing options that are sustainable, sufficient and in line with industry standards and innovations," Simms said. "NRHA is excited to have a portion of our residents experience this newness within the city."

Currently under construction, is *Unity Place* which is split between two buildings. The first building along Church St. will be completed in July 2025. The second building along St. Paul's Blvd. will be completed in September 2025. *Unity Place* will consist of 140 mixed income, multi-family apartments and include amenities such as workout facilities, community rooms and a parking garage. There will be over 26,000 square feet of commercial space on the ground floors of the two buildings with McDonald's serving as the anchor tenant in the St. Paul's Blvd. building.

In September 2024, the City of Norfolk and NRHA, alongside community and elected officials, celebrated the opening of the first two buildings in the new community, [Reunion Senior Living at Kindred](#) and [Origin Circle at Kindred](#). Both properties yielded 192 apartment homes total with 44 former Tidewater Gardens families returning to the new community.

A key component of the Choice Neighborhood Initiative (CNI) is the assurance that original Tidewater Gardens families have the right and option to return to the revitalized community if they choose. Both the City and NRHA have supported this right through resolutions that formalize this and offer services to ensure they are able to do so. These services include assistance with applications, payment of security deposits and moving expenses and securing utilities for the new units.

Throughout construction, families received comprehensive relocation support and an array of holistic services including assistance with housing stability, education, economic mobility, and health and wellness.

Through the People First Initiative, residents are securing better-paying jobs and children are gaining access to health insurance, high-quality early childhood programs, and after-school enrichment opportunities. Youth are receiving essential resources to address developmental delays, leading to improved testing scores in reading and math. Adults are now connected to healthcare services, managing chronic conditions more effectively. These services are provided by People First, empowered by Urban Strategies, Inc., a nonprofit dedicated to ensuring that Tidewater Gardens families are stable and thriving. Since the redevelopment began, People First has facilitated relocation for Tidewater Gardens residents with several families achieving homeownership and more than 90 percent of residents moving to neighborhoods with low poverty rates with a Housing Choice Voucher.

For more information on transformation efforts visit [www.stpaulsdistrict.org](http://www.stpaulsdistrict.org).

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