

## For Immediate Release

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### Creighton Court to Be Renamed: Residents Invited to Help Shape the Future

RICHMOND, VA —As part of the ongoing transformation of Creighton Court, Richmond Redevelopment and Housing Authority (RRHA) in partnership with the developer, The Community Builders (TCB), are inviting current and former residents to be a part of the process to choose a new name for Creighton Court. The renaming initiative is aimed at honoring the community's history while building a new future. Current residents are invited to submit their favorite choice from a list of the top six (6) options, which will play a key role in shaping the identity of the reimagined neighborhood.

The renaming reflects a broader vision for revitalization and renewed investment in the Creighton Court community. Resident input will be prioritized in the decision-making process, ensuring that the new name reflects the voices and values of those who know the neighborhood best.

"This isn't just a new chapter for the buildings – it's a new chapter for the community," said TCB's senior vice president of real estate Juan Powell. "We want the name to carry forward the stories, strength, and culture that define Creighton Court today. That's why we're putting residents at the center of this decision."

The six names that Creighton residents will vote on were chosen based on information gathered over several years from a variety of sources that are local and representative of the community and based on characteristics that highlight aspects of area history, location, local civil rights leaders, future vision and growth.

#### How to Submit a Name:

Voting is limited to current Creighton residents and former Creighton residents (**not more than 3 years removed**). Residents are encouraged to vote for the top six (6) name choices by Friday, June 13, 2025 using any of the following methods:

- Online: [rrha.info/ccname](https://rrha.info/ccname)
- Cast your vote by Vote by emailing [info@rrha.com](mailto:info@rrha.com). Type "New Creighton Name" in subject line
- In person: Drop boxes are located at the Creighton Court Property Management Office at 2101 Creighton Road, Richmond VA 23223
- By Phone: Leave your selection on the voicemail at (804) 780-4343.

All submissions will be carefully reviewed, and a selection committee—including resident representatives—will shortlist the top names. The final name will be announced at a ribbon cutting event scheduled for mid to late Summer 2025.

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According to RRHA CEO Steven Nesmith, "Creighton Court is undergoing a multi-phase redevelopment designed to create new, modern, and inclusive housing options while preserving affordability and community ties. The new name will reflect not only the physical transformation but also the shared vision of long-time residents and new neighbors."

## **A Rich History: From the 1950s to Today**

Creighton Court was established in the 1950s as part of Richmond's effort to provide affordable housing in the East End. Over the decades, it became home to generations of families who built a tight-knit community marked by mutual support and resilience. Residents recall a time when neighbors shared resources and looked out for one another, creating a sense of belonging and safety.

However, by the early 21st century, the aging infrastructure of Creighton Court led to concerns about safety and livability. In response, RRHA initiated the East End Transformation Plan, a comprehensive effort to revitalize the area while preserving its community spirit. This plan laid the groundwork for the current redevelopment efforts, which aim to create a mixed-income community that reflects the values and history of Creighton Court.

For more information about the Creighton Court transformation, please visit [rrha.com](http://rrha.com). For general RRHA-related inquiries, contact RRHA's Call Information Center at (804) 787-4200.

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## **About The Community Builders**

*The Community Builders' mission is to build and sustain strong communities where all people can thrive. Our mission-driven businesses work with partners to develop, finance and operate residential communities, neighborhood amenities and opportunity programs for families, seniors and adults with disabilities. Since 1964, we have advanced housing that is fair for all through award-winning affordable and mixed-income communities and our pioneering Community Life model for resident success. Today, our ownership and management portfolio include over 15,000 apartment homes. Anchored by offices in Boston, Chicago, Columbus, New York and Washington D.C., we operate across 15 states.*

"Building Communities. Changing Lives." is the vision of the Richmond Redevelopment and Housing Authority. RRHA is Virginia's largest public housing authority serving over 10,000 residents and managing nearly 4,000 units through the public housing program. RRHA provides subsidized housing assistance to more than 3,000 families and is a catalyst for quality affordable housing and community revitalization. For more information about RRHA programs and objectives, visit [rrha.com](http://rrha.com), [Facebook](#), [Twitter](#), [LinkedIn](#), or [Instagram](#).



