

Newsletter 0

Hi city lover!

Today were giving you a slice of good news via the re-invention of downtown Greenville, SC.

"Greenville made bold investments in walkability, public space, and waterfront access, transforming itself into one of the Southeast's most livable cities and a regional economic powerhouse"

"Over nearly three decades in office, Mayor White has helped reinvent Greenville, creating a city that attracts talent, investment, and visitors from around the world."

The West End neighborhood is experience a renaissance of urban development.

United Community Bank invests \$65 million in a custom headquarters in downtown Greenville

"Greenville made thoughtful, strategic investments over the years, focusing on mixed-use development that combines office, retail and residential spaces. This approach has been the "secret sauce" to our success, transforming Greenville from an aging mill town into one of the best in the country." - Mayor Knox White

A lot-by-lot breakdown from youtuber Alexander Rotmensz:

<https://youtu.be/7WDAdQhbCSs?si=fEYTOdTyRpBNAYPR>

Montreal doesn't overthink a cul-de-sac project and turns Carré Augier into a community gem

<https://www.youtube.com/watch?v=8lpXH7ajjUw&t=528s>

Studio Joseph Creates a Vibrant East Harlem Haven for a New York Animal Shelter

A run of the mill garage can be whatever we imagine it to be—in this case a state of the art animal shelter that represents the metamorphosis of a 1930's.



Textile History & Mill Transformation in Greenville

History:

Greenville was once known as the textile capital of the world. The abundance of fast-moving rivers and proximity to cotton-growing areas made it an ideal location for manufacturing. The first mills were built in the 1870s and 1880s and continued to grow with the industry peaking in the 1970s.

At the height of the textile industry (1970s) most cities had one or two mills. In Greenville, however, entrepreneur and industrialist Ellison Adger Smyth with a

group of businessmen "... built 18 textile mills in Greenville, South Carolina. They form a crescent around the southern part of the town, which they called the textile crescent."

Greenville had become a leading producer of textiles, with mills such as **Poe Mill**, **Woodside Mill**, and **Judson Mill** employing thousands of workers. The city's population grew rapidly as people moved from rural farms to work in the mills. Textile companies built entire communities, known as mill villages, around their factories. These villages provided housing, schools, and stores for workers, creating a distinct social and economic structure in Greenville.



Judson Mills Women's
Basketball Team (~1950's)



After World War II, Greenville's textile industry began to decline due to international competition and automation. Many mills closed or moved overseas by the late 20th century, creating distinct economic challenges for the city and region.

Mills Repurposed:

Judson Mill District has transformed one of the city's largest mills into a modern community space that honors the rich history that built it.

"Judson Mill was more than a workplace, it was a thriving community of friends and neighbors, families and children, hardworking, resilient people who defined their generation and a way of life."

Today, Judson Mill offers affordable housing, workplaces, walkability, and recreational spaces for residents and community members to connect. Judson Mill provides retail space for several local businesses such as:

- Feed & Seed: A nonprofit food hub serving local farmers and families in South Carolina- improving the health and well-being of all citizens by increasing access to nourishing local foods and establishing a truly sustainable food system built on profitable farms and independent markets.
- Magnetic South Brewery: Founded by SC natives, the new brewery offers a high-energy, family-friendly space that embodies the spirit of true Southern hospitality. "A place where the novice beer drinker and the craft beer enthusiast can share the same space to enjoy beer, food, and good times."
- Mill City Kitchen: Crafting pizza from scratch through live-fire cooking, and presenting an exquisite selection of wines and wine-based cocktails. Mill City has frequent community events, fundraisers, and free wine tastings every week fostering connections and community the way Judson Mill intended.