

FOR IMMEDIATE RELEASE

Urban Square Multifamily Breaks Ground in Downtown Florence, Marking a Major Milestone in the City's Urban Core Revitalization

FLORENCE, S.C. - December 16, 2025 — City leaders, development partners, and community stakeholders will gather on Thursday, December 18th to celebrate the groundbreaking of **The Gamble Apartments** a 102-unit, Class A apartment community that will anchor the next phase of downtown Florence's ongoing revitalization.

Located directly across from Florence City Hall at the corner of West Evans and North Coit streets, Urban Square Multifamily is a central component of the larger **Urban Square** redevelopment—an ambitious, nearly full-city-block mixed-use project in the heart of the city's Main Street district.

Developed by **Styx Companies**, Urban Square Multifamily will deliver modern downtown living options designed to meet growing demand for high-quality housing in Florence's urban core. The four-story community will feature 46 one-bedroom, 40 two-bedroom, and 16 three-bedroom residences, all within walking distance of restaurants, shops, cultural venues, festivals, and major employment centers.

"This project represents the next evolution of downtown Florence," said **Julie Tuttle**, principal and founder of Styx Companies. "Urban Square Multifamily brings the scale, quality, and amenities that today's residents expect, while respecting the character and historic fabric that make Florence special."

Designed for Downtown Living

Urban Square Multifamily is modeled after **The Roseberry** in Columbia, South Carolina, a proven, market-leading urban residential community, and has been thoughtfully adapted for Florence's streetscape and market. Designed by **The Housing Studio**, the project blends classic architectural elements with modern finishes to create a timeless, authentic presence along West Evans Street.

Residents will enjoy high-end interiors with elevated ceilings, modern kitchens, and stylish finishes, along with a robust suite of amenities, including:

- A resort-style saltwater pool—the only apartment pool in downtown Florence
- Full-service fitness facilities with a yoga studio and technology-driven equipment
- On-site co-working stations and flexible workspaces
- Hospitality-driven, on-site property management

- Adjacent covered parking with direct connectivity

Meeting a Growing Market Need

Downtown Florence has experienced sustained economic growth over the past decade, supported by major employers such as those in the healthcare sector and Francis Marion University affiliates. Market studies and existing downtown multifamily performance have demonstrated strong demand for additional residential options in the urban core.

Urban Square Multifamily responds directly to that demand, offering a broader unit mix and amenity set than existing downtown housing, while supporting the City's long-term vision for smart, walkable growth.

A Collaborative Effort

Construction is being led by **WEAVERCOOKE**, one of the Southeast's premier multifamily contractors, with deep experience in habitational construction. The development team includes principals **David Tuttle**, **Julie Tuttle**, and **Ryan Hyler**, each bringing decades of experience in real estate development, finance, and urban placemaking.

"Urban Square Multifamily is not just a residential project—it's an investment in Florence's future," said **C. David Tuttle**, principal and founder of Styx Companies. "We're proud to partner with the City and community to deliver a project that will help downtown Florence continue to thrive."

Construction is now underway, with completion anticipated following a phased development schedule aligned with the broader Urban Square project.

The press and the public are invited to the groundbreaking, Thursday, December 18th at 2:30 PM at 161 North Coit Street.

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ABOUT [STYXCO](#)

Styx Companies is a South Carolina-based real estate development firm focused on creating high-quality, mixed-use and multifamily communities that strengthen urban cores and foster long-term economic vitality. Founded by experienced industry leaders, Styx Companies is known for thoughtful placemaking, strong public-private partnerships, and developments that balance modern living with local character. The firm's portfolio includes award-winning residential and mixed-use projects throughout the Southeast.

ABOUT [WEAVERCOOKE](#)

WEAVERCOOKE is a full-service construction firm specializing in multifamily, mixed-use, and commercial projects across the Southeast. With a reputation for quality, collaboration, and disciplined execution, WEAVERCOOKE brings decades of experience delivering complex urban developments. The firm is committed to building lasting partnerships and projects that positively impact the communities they serve.

ABOUT [THE HOUSING STUDIO](#)

The Housing Studio is an architecture and design firm nationally recognized for its expertise in multifamily and mixed-use residential communities. With offices in South Carolina and Georgia, the firm blends market-driven design with a deep understanding of urban context, creating buildings that are both timeless and responsive to their surroundings. The Housing Studio's work emphasizes livability, architectural integrity, and long-term value.