



BEAUTY TRAIL FLORENCE, SC



FLORENCE ROTARY BEAUTY TRAIL

Created in the 1940s by Rotarians Charlie Womack and Dolph Mobley, the Florence Rotary Beauty Trail highlights 13 miles of this beautiful residential area.

The trail is most stunning in the spring when the azalea, dogwood, camellia, wisteria, and yellow jessamine are blooming.

The fall opening of the trail showcases the bright autumn colors and holiday decorations.

The Rotary Club of Florence celebrated the club centennial in 2020.

MAP KEY

- Trail portion included in audio tour
- 2005 Trail extension in celebration of the 100th anniversary of Rotary International.
- Pause for audio to catch up
- Sign location (list on reverse side)
- Point of Interest (list on reverse side)
- green space
- home
- landmark
- religious

PLACES OF INTEREST

GREEN SPACES

- G1 Jeffries Creek Park
- G2 Florence Country Club
- G3 Lucas Park
- G4 Former Palles Mini Park
- G5 Timrod Park Gazebo
- G6 Mount Hope Cemetery
- G7 Marilyn's Garden
- G8 Realty Board Mini Park
- G9 Moblely Mini Park
- G10 Womack Mini Park
- G11 Stokes Mini Park

HOMES

- H0 1328, 1308, and 1304 Wisteria Dr
- H1 C. Westin Houck
- H2 Whistle Smith
- H3 Phil Stevenson
- H4 David McLeod
- H5 Girlhood home of Mrs. Dick Riley
- H6 Dr. Walter "Doug" Smith
- H7 Runnymede
- H8 Roseneath Farms
- H9 Dr. F. H. McLeod, Dunvegan
- H10 Twin Oaks
- H11 Pettigrew Place
- H12 Allen family homes
- H13 G-Man Melvin Purvis, Melrose
- H14 Bonnie Shade
- H15 Pinewood
- H16 T. B. Young
- H17 Homes moved from Darlington
- H18 J. Boone Aiken, Jr.
- H19 Patsy Stone
- H20 Dr. Bruce
- H21 Purple Brown
- H22 Charles Ingram
- H23 Dr. Julian Price
- H24 Avant family, gray stucco
- H25 Hicks Harwell
- H26 McIntosh family

LANDMARKS

- L1 Briggs Elementary School
- L2 Former Florence Museum
- L3 Timrod Schoolhouse
- L4 Florence Museum
- L5 Francis Marion University Performing Arts Center (FMU PAC)
- L6 Florence Little Theater
- L7 Florence Library
- L8 Five Points

RELIGIOUS

- R1 First Presbyterian Church
- R2 St. John's Anglican Church
- R3 Immanuel Baptist Church
- R4 Calvary Baptist Church
- R5 St. Luke Lutheran Church
- R6 All Saints' Anglican Church

DRIVING TOUR DIRECTIONS

Start at the intersection of South Edisto and Hillside Drives (1300 Hillside Dr will work for GPS location) at sign #1.

Drive west on Hillside Dr 0.3 mi, then turn left on Dorchester Rd, at sign #2.

Drive 0.25 mi, and turn right on Cherry Blossom Ln at sign #3.

Drive NW on Cherry Blossom Ln, and turn right on Deberry Blvd at sign #4. Deberry Blvd becomes Wisteria Dr.

As you travel 0.25 mi NE on Deberry Blvd, you will pass sign #5 and the Florence Country Club on your left and Jeffries Creek Park on your right. Continue another 0.4 mi.

The road turns right to become Wisteria Dr (pause at South Edisto Dr near sign #6 for audio to catch up). Continue east for 1.3 mi until Wisteria Dr turns left to become Santee Dr. Here you will begin meandering along shady boulevards. (Pause for audio.)

Drive 500 ft on Santee Dr, and turn left on Oleander Dr at sign #8. Continue west 0.2 mi on Oleander Dr, and turn right on Park Ave at sign #9.

Drive north 430 ft on Park Dr, and turn right on Iris Dr at sign #10. Follow Iris Dr 0.2 mi to Santee Dr where you will turn left at sign #11.

Drive north on Santee Dr 270 ft, and turn left on Juanita Dr at sign #12. Travel west 0.25 mi on Juanita Dr to turn right on Park Ave at sign #13.

Travel north 300 ft on Park Ave, and turn right on Azalea Ln at sign #14. You will pass Lucas Park on your left. Travel east 0.25 mi on Azalea Ln, and turn left on Santee Dr at sign #15.

Drive north 0.15 mi on Santee Dr, pass Seminole Ave, and turn left on Camellia Circle at Sign #16. You will pass sign #17 on your right.

Follow Camellia Circle 0.4 mi to Park Ave, and turn right at sign #18.

Follow Park Ave north 0.4 mi (pause for audio to catch up before crossing Cherokee Rd), cross Cherokee Rd at sign #19/25 on your left. Turn right on Spruce St at sign #20. (Pause for audio.)

Drive east 0.2 mi on Spruce St, and turn right on Timrod Park Dr at sign #21.

Follow Timrod Park Dr 0.4 mi, passing sign #22 on your left. (Pause near tennis courts.)

Turn right on S Coit St at sign #23.

Note: there is an option to follow the 2005 trail extension (not mentioned in the audio tour) through the downtown area — see highlighted directions. This portion was added in celebration of the 100th Anniversary of Rotary International.

If you choose to follow the main route, turn right on Cherokee Rd at sign #24.

2005 TRAIL EXTENSION

(Stop audio for this portion.)

Turn left on Cherokee Rd, and drive east 0.2 mi to S Dargan St traffic light at sign #24A. To the right before turning is Mount Hope Cemetery.

Follow S Dargan St 0.7 mi, passing the Florence County Library, Florence Little Theater, and FMU PAC on the left.

Turn left on W Cheves St at sign 24B. Florence County Museum is on the immediate right after turning.

Follow W Cheves St 0.2 mi (2 blocks) to sign #24C, and turn left on S Coit St. Follow S Coit St 0.8 mi to continue the main route by taking a right on Cherokee Rd at sign #24.

(Resume audio.)

Drive west 2.0 mi on Cherokee Rd, (at the 0.6 mi mark, you may pause at Calvary Baptist Church), passing signs #25, #26, and #27 on your right.

Just before Five Points, at sign #28, turn sharply left onto Country Club Blvd.

Take Country Club Blvd southeast 0.3 mi, pass sign #29, and follow sign #30 to continue on Country Club Rd.

Turn right on Fairway Dr at sign #31, and proceed 0.3 mi.

Turn right on Rosewood Dr at sign #32, drive 0.4 mi (pausing near Highland Ave), and make a soft right on Pineland Ave at sign #33.

Drive 0.1 mi, carefully crossing Cherokee Rd at sign #34.

At sign #35, keep on Pineland Ave to the right.

At sign #36, turn left on Greenway Dr.

Take an immediate right on Madison Ave at sign #37, and pass sign #38. (Pause near S Edisto Dr near sign #39.) At sign #40, turn left at Madison Ave northeast then immediately east (right) at sign #41. To cross South Franklin Dr at sign #42, turn right, and immediately turn sharply to the left. Turn right again to continue on Madison Ave.

Turn right on Lafayette Circle at sign #43. Drive 400 ft, and turn right on Jackson Ave at sign #44.

At sign #45, turn sharply left on S Franklin Dr. (pausing in this area). Turn right on Jackson Ave at sign #46. You will pass sign #47 on your right.

(Pause before turning.) Turn left on S Edisto Dr at sign #48. Drive south over Cherokee Rd, passing signs #49, #50 and #51. Arrive at starting point sign #1.

SIGN LOCATIONS

- 1 Hillside Av / S Edisto Dr
- 2 Hillside Av / Dorchester Rd
- 3 Dorchester Rd / Cherry Blossom Ln
- 4 Cherry Blossom Ln / Deberry Rd
- 5 Deberry Rd / Hillside Av
- 6 Wisteria Dr / S Edisto Dr
- 7 Wisteria Dr at Briggs School
- 8 Santee Dr / Oleander Dr
- 9 Oleander Dr / Park Av
- 10 Park Av / Iris Dr
- 11 Iris Dr / Santee Dr
- 12 Santee Dr / Juanita Dr
- 13 Juanita Dr / Park Av
- 14 Park Av / Azalea Ln
- 15 Azalea Ln / Santee Dr
- 16 Santee Dr / Camellia Cir
- 17 Camellia Cir at fork
- 18 Camellia Cir / Park Av
- 19 Park Av / Cherokee Rd
- 20 Park Av / Spruce St
- 21 Spruce St / Timrod Park Dr
- 22 Timrod Park Dr / McQueen St
- 23 Timrod Park Dr / S Coit St
- 24 S Coit St / Cherokee Rd
- 24A S Dargan St / Cherokee Rd
- 24B S Dargan St / Cheves St
- 24C S Coit St / Cheves St
- 25 Cherokee Rd / Park Av
- 26 Cherokee Rd / S Edisto Dr
- 27 Cherokee Rd / Pineland Av
- 28 Cherokee Rd / Country Club Blvd
- 29 Country Club Blvd at 315
- 30 Country Club Blvd / Moblely Mini Park
- 31 Country Club Blvd / Fairway Dr
- 32 Fairway Dr / Rosewood Dr
- 33 Country Club Blvd / Pineland Av
- 34 Pineland Av / Cherokee Rd
- 35 Pineland Av / Revell Dr
- 36 Pineland Ave / Greenway Dr
- 37 Greenway Dr / Madison Av
- 38 Madison Av / Saluda Dr
- 39 Madison Av / S Edisto Dr
- 40 Madison Av / S Calhoun Dr
- 41 Madison Av / S Calhoun Dr
- 42 Madison Av / S Franklin Dr
- 43 Madison Av / Lafayette Cir
- 44 Lafayette Cir / Jackson Av
- 45 Jackson Av / S Franklin Dr
- 46 S Franklin Av / Jackson Av
- 47 Jackson Av / S Calhoun Dr
- 48 Jackson Av / S Edisto Dr
- 49 S Edisto Dr / Cherokee Rd
- 50 S Edisto Dr / Claremont Av
- 51 S Edisto Dr / Wisteria Av



Audio CDs are available at the Florence Convention and Visitors Bureau, the Florence Library, and Taylor Garden Shop.

The audio for the Florence Rotary Beauty Trail is also available as a podcast.

rotarybeautytrail.podbean.com