

New EarthCam gives people around the world a glimpse into downtown Florence

By Tonya Brown, August 7, 2026



People across the country and around the world can now get a live look at downtown Florence as the city takes part in the nationwide celebration of America's 250th anniversary.

The City of Florence has installed an EarthCam at its downtown police substation at the corner of Evans and Dargan Streets, providing real-time views of activity in the heart of downtown.

EarthCam is a partner of America250, the national commemoration of the 250th anniversary of the signing of the Declaration of Independence in 1776. As part of the initiative, EarthCam is sharing live views of locations across the country.

Florence's camera gives residents, visitors and others an opportunity to see the downtown area in real time while highlighting the city's historic character, community events, development and everyday activity.

City officials said the installation also connects Florence to a nationwide network of locations participating in the America250 commemoration.

The live camera allows people to check in on downtown Florence from virtually anywhere, giving the city another way to showcase the area to people beyond the Pee Dee.