

The Rothell Building

In 1897, Mr. Barton C. Rothell built a brick building at the corner of N. Alexander St. and Foreacre St. (then known as Railroad St.) across from the Train Depot. With his son Lewis, Mr. Rothell started a business, B.C. Rothell and Son, with Lewis' position being replaced by his brother Jackson in 1906. The business was a livery stable that rented horses, buggies, hacks and surries... with the fringe on top!

Motor vehicles eventually changed the service of the building and the business, while keeping the family name. Rothell's livery stable gave way to Rothell's feed store, operating under Purina Feed Co. (see photo below). Horses, buggies and surries became a thing of the past and the Rothell's focused instead on feed and bulk farm supplies, seeds, fertilizers and buying cotton when it was King in the area. Eventually, the feed store changed to Rothell's Garden Shop and Florist and continued to change occupancy for the years following, including an antique shop and a mini-mall.

In 1996 Russell and Sandra Bridgers bought the building and opened the Captain Billy's Fish House, which stayed open until 1999. When the restaurant closed, the City of Toccoa purchased the building and it remained vacant until Tugart Properties sought possession of the building in late 2004. Tugart Properties is directly related to the Georgia-Carolina Radiocasting, the owners of AM630 WNEG, and remains as the property owner today.



The Rothell Building when it was used as a feed and seed store.



In 1994, the building housed The Gathering Place, a mini-mall for individual stores.

SNAPSHOTS OF TOCCOA'S HISTORY

