

## Client:

Naumkeag Historic Site  
Naumkeag, owned and administered by The Trustees of Reservations, is the 1885 Stockbridge, Massachusetts summer cottage built by Stanford White for the Choates of New York.

## Reference Contact:

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## Project Staff:

Blake Hayes, Project Manager  
Tom Elliott, Exhibits Planner  
Katie Boardman, Interpretive Programs Planner  
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## Project Approach:

The project provided a comprehensive review of all aspects of the historic site: condition of structures and landscape features, interpretation, exhibition and educational programs, and the daily operations of Naumkeag, including visitor services and amenities. The process also incorporated an analysis of the surrounding community for potential community partners and outreach. In

preparing the Master Plan the Cherry Valley Group encouraged The Trustees of Reservations to take a visitor-centric view of their future development, and initiated some preliminary community stakeholder connections to provide input for the planning.

## Project Outcomes:

The final report includes a summary of our findings regarding all master planning components, recommendations to strengthen all aspects of their operation, proposed phased schedules, and preliminary cost estimates. The Master Plan provides a vision for the future visitor experience at Naumkeag and the actions necessary to achieve that vision. The Trustees of Reservations are now utilizing this plan to set the ongoing agenda for the long-range stewardship and development of the property and its public programs.

