



LANDMARK
SOCIETY

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Landmark Society Considers Options for Adaptive Reuse of Campbell-Whittlesey House

Rochester, NY – *August 20, 2009* - The Landmark Society of Western New York, Inc., announced today that it will begin looking carefully at Campbell-Whittlesey House with the goal of finding options for its adaptive reuse. Campbell-Whittlesey House is located at 123 South Fitzhugh Street in the Corn Hill Neighborhood.

The 1836 house, one of the nation's finest examples of Greek Revival architecture, has functioned since 1939 as a museum run by The Landmark Society. The Landmark Society has begun to explore options for the house, as it conducts its regular cyclical assessment of its programs, services, events, activities and stewardships of its historic properties.

Options for the adaptive reuse of this remarkable Rochester historic site will help to re-imagine the building's purpose as the Society seeks to reinsert it into active life.

In the course of its review, the board and staff acknowledged the challenges presented by maintaining the Campbell-Whittlesey House as a museum:

- Because the house has been restored to its original state, the limited modern utilities present in the building do not have the capacity to support 21st century needs.
- Visitation has steadily decreased over the years. In 2008 the Campbell-Whittlesey House Museum welcomed just 388 visitors. By contrast, the Society's other museum—The Stone-Tolan House—received 2,000 visitors.

“The preservation of Campbell-Whittlesey House is a high priority for The Landmark Society—and within that preservation is the opportunity to consider other uses for the building beyond its museum status,” said Joanne Arany, executive director of The Landmark Society. “We are going

to investigate every single option available, with the goal of finding a solution that would sustain the house as a historic landmark, and, conceivably, place the building into active reuse.”

Landmark Society Trustees will be approaching community members during the summer months to begin exploring options. We will want to hear from all interested parties, including members, organizations, Corn Hill neighbors, businesses and others who would like to participate in the dialogue about Campbell-Whittlesey House.

The Landmark Society of Western New York, Inc. is one of the oldest and most active preservation organizations in America, serving nine western New York counties. Now in its 72nd year, The Landmark Society continues to protect the unique architectural heritage of our region and promote preservation and planning practices that foster healthy, livable, and sustainable communities. For additional information on preservation issues in the Rochester area and surrounding communities, contact Laura Zavala, Director of Marketing, or visit www.landmarksociety.org.

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