

Baruch Bath House (White House) Survey Summary and Analysis

White House Working Group



What is the White House Working Group?

- Convened in June 2024 to address concerns about proposed Ice Rink at Baruch Bathhouse (known in the neighborhood as the White House)
- White House has laid dormant in our community for nearly 50 years
- There is an opportunity to work together to put forth a **COMMUNITY VISION** for the site
- We must balance what people aspire for the site against the reality of bureaucracy, politics, and economics
- We must work together to ensure the future of the White House is guided by what the community wants

Who is in the White House Working Group?

- Baruch Houses Tenants Association
- Good Old Lower East Side (GOLES)
- Grand Street Settlement
- Henry Street Settlement
- LES Community Land Trust
- NYC Council Member Carlina Rivera
- NYS Assembly Member Grace Lee
- NYC Assembly Member Harvey Epstein
- Community Board 3

In Spring 2025, the White House Working Group conducted a survey to get a fundamental understanding of what the community would like to see on the site.

This survey is meant to serve as a starting point for meaningful community engagement through a dialogue between the community and Parks to decide, in partnership, the future of the Baruch Bath House.

In total, 312 responses were collected both online and in person.

1. What is your level of knowledge about the White House and its history? Scale of 1-5 (will be formatted)

1 2 3 4 5

I don't know anything about the White House or its history. I know a little about the White House and its history. I know a lot about the White House and its history.

2. Do you think the White House is hazardous to the health of the Baruch community?
☒ Yes, it negatively impacts people who live nearby and the surrounding environment
☐ No
☐ I don't know if there are impacts
☐ I don't know what the White House is

Preferences for Use of the Site

3. What would you like to see happen to the White House?

☐ No changes, remain as is
☐ Demolish the original building
☒ Keep the original building
☐ Demolish the building and replace with new structure
☐ Other (fill in) _____

White House Community Survey

This is a short survey to learn more about what the community thinks about the White House (a.k.a. the Baruch Bath House) and what the future of the White House should be.

This survey was created by the White House Working Group, a group of community groups, residents, and local elected officials that want to make sure community input is included in decisions made about the White House.

Working Group Members:
Baruch Houses Tenants Association
GOLES (Good Old Lower East Side)
Grand Street Settlement
Henry Street Settlement
LES Community Land Trust
NYC Council Member Carlina Rivera
NY State Assemblymember Grace Lee
NY State Assemblymember Harvey Epstein

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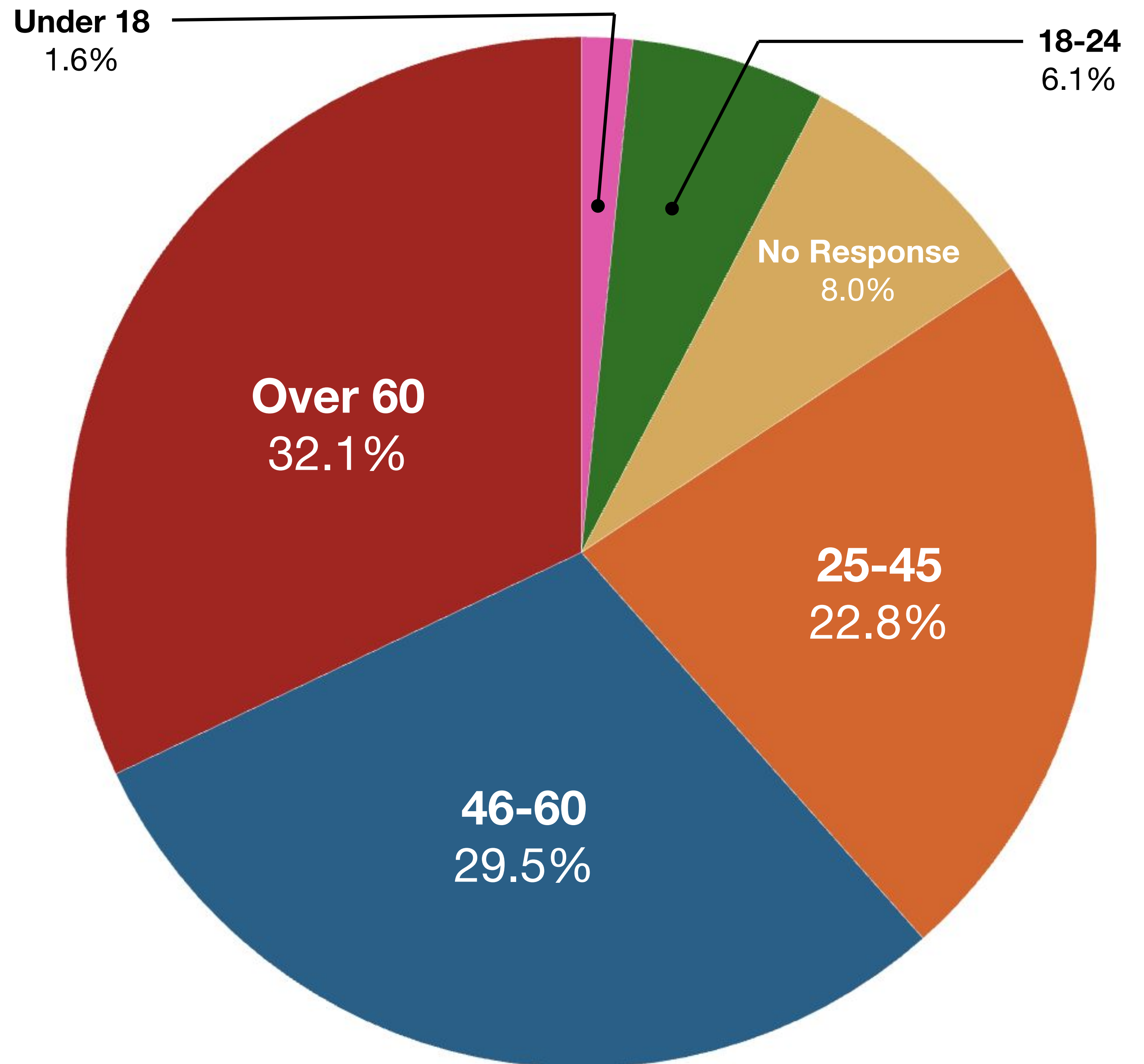
⌚ Takes 2 minutes

Demographics and Location of Residence

The majority of respondents were 25 years old and older and live in the 10002 zip code, where the Baruch Bath House is located.

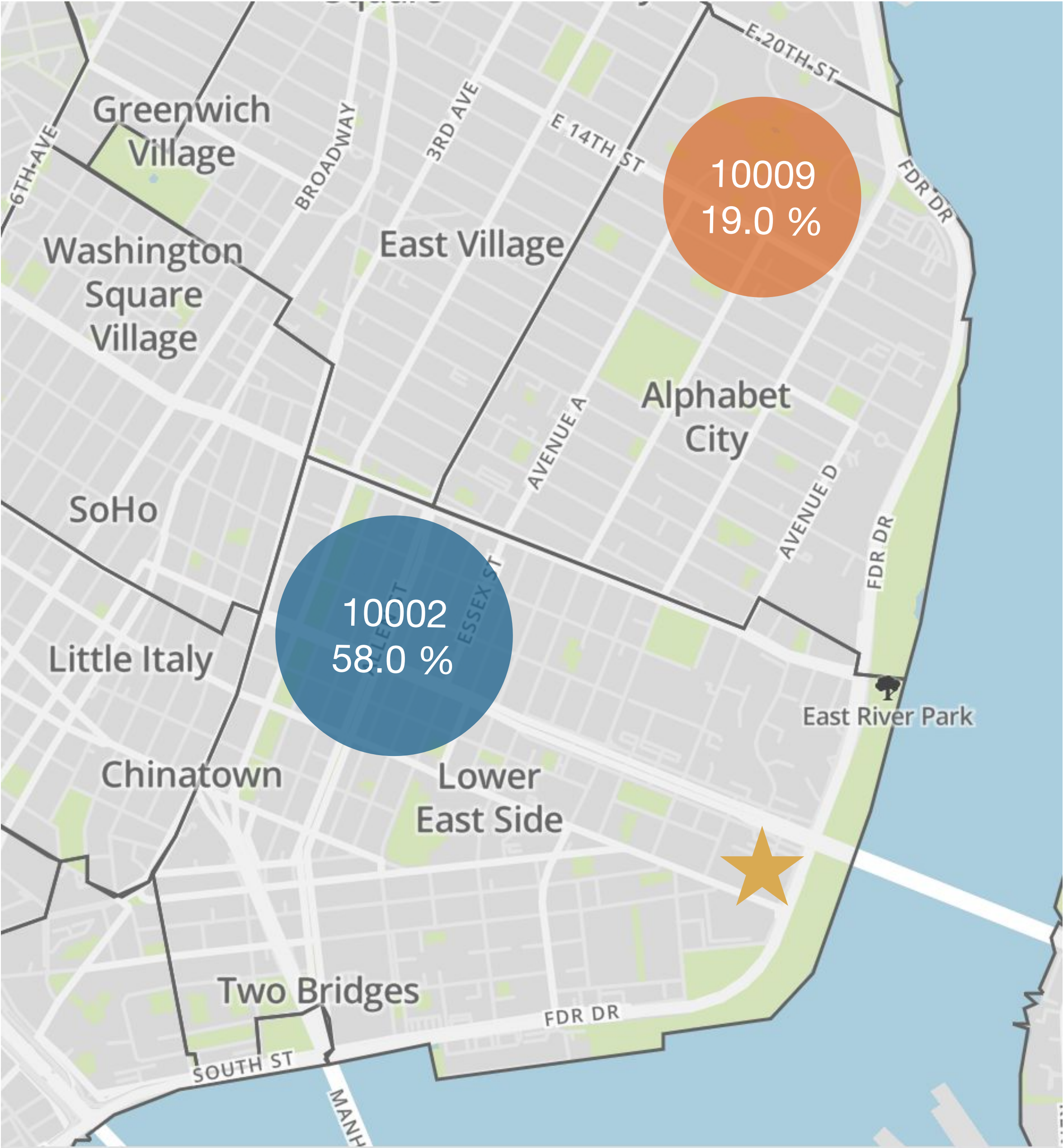
Over 50% of respondents live in Baruch Houses and the two NYCHA properties closest to it (Samuel Gompers Houses and Lillian Wald Houses).

Age groups



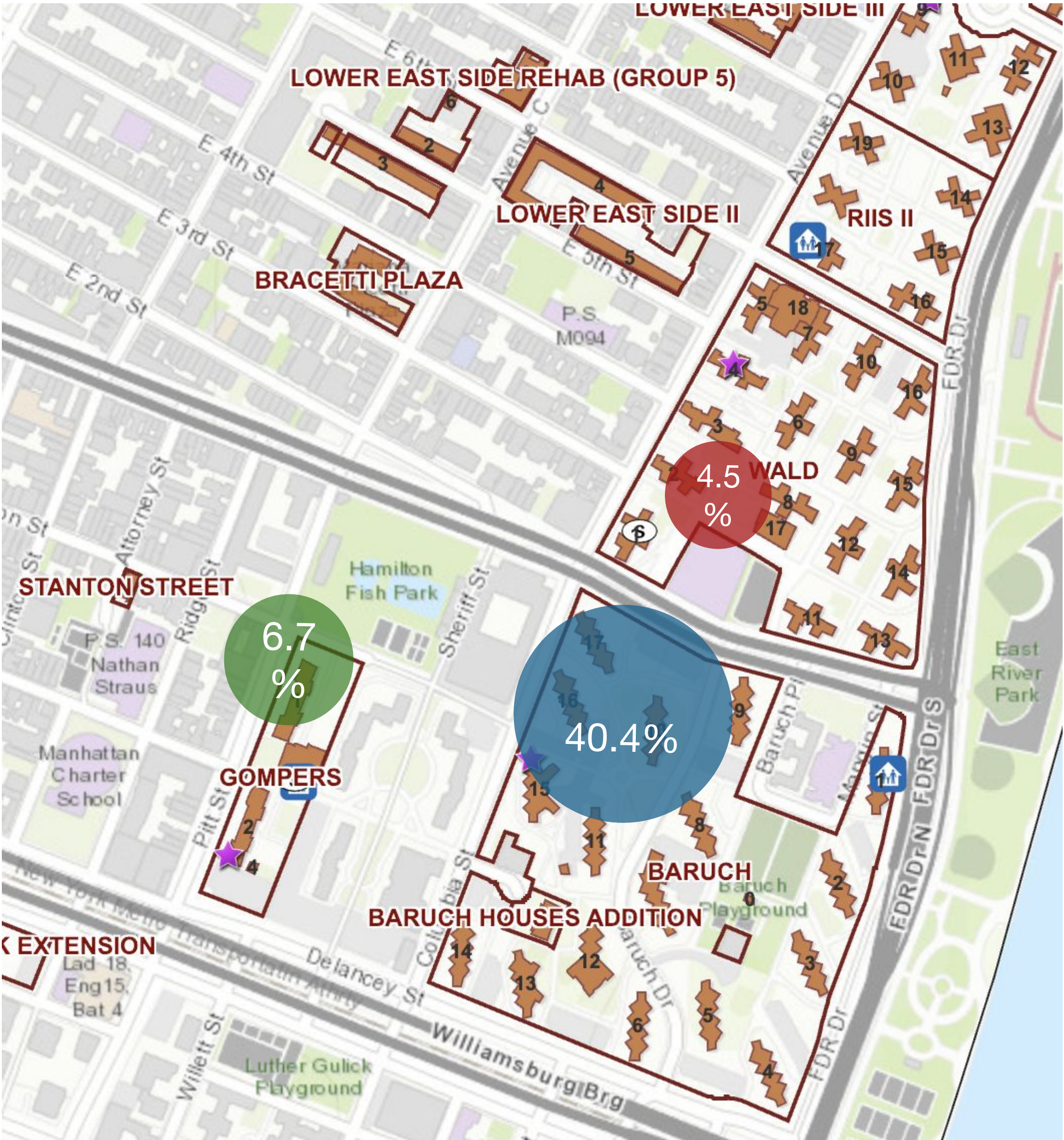
Zip code of residence

10002	58%
10009	19%
Other zip codes/No response	22%



NYCHA property of residence

	Percentage (%)
Baruch Houses	40.4%
Samuel Gompers Houses	6.7%
Lillian Wald Houses	4.5%
Other surrounding NYCHA properties	12.5%
Respondents do not live in any of the local NYCHA complexes listed	23.7%
No response	12.2%



“What should happen to the White House?”

- 75% of survey respondents want to see the site brought back into use.
 - More than half would like to see the building preserved.
- Only 13% want the site demolished and replaced with open space.

“What should happen to the White House?”

Preferred scenario	Percentage
Keep the building and rehabilitate it into something new	56.4%
Demolish the building and redevelop it into something new	18.3%
Demolish the building and convert to green or open space	13.1%
“Other” or “no changes/remain unused”	12.2%

Total

100%

Free, Accessible Programs and Services

- Majority of respondents want community-based organizations offering services that **prioritize community needs** and that are free and accessible.
- 40% of write-in responses want **youth-oriented programs**

Types of Services and Programming

Respondents want space created for:

- Sports and recreation
- Community garden
- Community gatherings
- Arts/media
- Civic engagement/advocacy
- Health and wellness
- Education/workforce

Balancing Community Needs

- Parks proceeded with the Concessions RFP because a Recreation Center-type use requires City Capital
- Securing City Capital for a Rec Center would take time, and construction will likely cost tens of millions of dollars
- The site would redevelop more quickly under a public-private model where revenue is generated and some community accommodations could be made
- This was not something that had been clear prior to our conversation with Parks

Next Steps

- Community engagement to ask the broader community what they would like to see for the future of the site - focused sessions or “town hall” style
- Include Parks and local elected officials so that the community can understand the current funding challenges
- Create a clear outline of community priorities for the site to guide future planning