



Frequently Asked Questions (FAQ)

As of 10/24/2022

1. How does this project relate to the recent JCC campaign?

This project is a third and final phase of the recent facilities updates for the Asheville JCC.

<p>Phase 1: JCC Aquatics Center <i>(opened fall 2017)</i></p> <p><i>Purchased 2.5 acres on Clyde Street, two blocks from our current facility, for a year-round aquatics center. This opened up additional space at our main facility.</i></p> <ul style="list-style-type: none"> ○ The David Zimerman Pool has a retractable cover and is heated and handicapped accessible. The facility includes dedicated restrooms, changing facilities, and a summer-season outdoor pavilion with a kiddie pool and splash pad. ○ Over the past five years since the Center opened, JCC pool membership has increased from 150 to 610 households. ○ With the addition of year-round swim programming, the JCC now serves a vibrant youth swim league, adult lap swimmers, and hundreds of swim and dive students annually.
<p>Phase 2: Expanded Multi-Generational JCC Facility <i>(opened Fall 2018)</i></p> <ul style="list-style-type: none"> ○ Youth programming finally moved into their own dedicated spaces, designed especially for JCC Kids and Camp Ruach. Summer camp enrollment has since increased by 12%. ○ Adult Programming reclaimed the JCC’s seminar rooms, second floor lobby, and board room for diverse social and cultural programming. Although interrupted by the pandemic, adult programming is currently diverse and robust. ○ Shalom Children’s Center moved into a specialty wing with enhanced educational design, security, and outdoor learning spaces.
<p>Phase 3: Hilde’s House <i>(estimated project timeline September 2022 – May 2023)</i></p> <ul style="list-style-type: none"> ○ Current project plans include reconfiguring the layout for increased efficiency and accessibility and providing highly functional learning spaces inspired by the latest early childhood education philosophies. ○ The project will also renovate, repair, and update the building and related plumbing, mechanical, and electrical systems, as well as improve safety related to drop-off/pick-up parking and enhance security.

2. How did leadership decide to retain and renovate Hilde’s House for infants and toddlers versus using it in other ways?

- The process began with extensive facility and business planning (2015-2016) followed by community and municipality input (2020-2021).
- The JCC solidified a strategic commitment to multi-generational programming in the main JCC facility, including robust adult offerings.
- Board and staff leadership researched and assessed that the separated Hilde’s House building is best suited for infant and toddler care due to licensing requirements, its nurturing atmosphere, and health and safety precautions.



- The board voted to renovate and reconfigure the current Hilde's House space to increase infant/toddler program quality and program/financial efficiency.
- The Board selected the builder and professional contractors in June 2022.

3. Why not demolish the current facility and build a new building?

The Board investigated this option. Factors that informed the decision include:

- Construction and renovation costs for licensed childcare space differ considerably from residential construction, given the plumbing and cabinetry in multiple rooms and other licensing requirements.
- Overall, the costs of a new facility would have been higher than the renovation. Total probable cost of new construction would be in the range of \$750/square foot, which is 17% more than the current renovation budgeted cost of \$640/square foot.
- Since the house is in a residential historic district, the JCC would have needed to secure conditional zoning for a new commercial building, which seemed unlikely.
- Preserving a 100-year-old building is in line with the JCC's values that include reducing unnecessary environmental waste and upholding our local community's heritage.

4. What are the specs for the renovated space?

- 1,100 SF on the main floor: Includes significantly more functional spaces due to elimination of sight-restricting walls and renovation/relocation of staff workspace.
- 300 SF screen porch: Expansion from previous 80 SF front porch and converted to useable play and care space.
- 3,395 SF of outdoor play space, including 2,250 SF for play yard, plus front deck, rear deck, and ramp.

5. Will the renovated space increase capacity? (No and why not)

- In the master plan for the three-phased project, there were many conversations about whether to build spaces to increase early childhood enrollment or to maintain enrollment and increase quality. The board and leadership staff ultimately carefully designed spaces that increased ECE program quality, yet only increased enrollment in ages 2-prek by a few spots.
- For the care of infants and toddlers a low ratio of children to caregivers is necessary to meet licensing requirements and to provide the highest quality care. Best practice in infant/toddler care is to be in a home-like environment with small classrooms (US Dept. of Health and Human Services and Head Start Early Childhood Learning and Knowledge Center). This is one factor that sets Hilde's House apart from other infant/toddler programs in the area and is part of the program's competitive advantage.

6. What about parking and safety?

- The current renovation plans call for the use of a one-way drive-through behind Hilde's House with two short-term drop-off/pick-up parking spaces. Previously, there had been no dedicated parking spaces for Hilde's House, and parents often parallel parked along



Hillside Street. This created a traffic disruption for the neighborhood and an unsafe walk for families dropping off and picking up.

- The renovation plans include the following security upgrades: a tall wooden fence, exterior cameras, additional exterior lighting, bollards along Hillside Street, classroom entry/exit on the Murdock side of the building, and key fob access for entry/exit.

7. Why is fundraising support needed since the project is already underway?

- The renovation is urgent due to the condition of the facilities, to meet ADA accessibility requirements for all space, and to enhance safety and security.
- Beginning this renovation in September coordinated with academic year, so that shifting the babies/toddlers to the main building minimized the disruption to highly enrolled summer programs and activities. The goal is to complete the project by May to ensure optimum space availability for Camp Ruach programming that begins in June.
- Given the urgent needs, the board voted to temporarily reallocate some funds to launch the project, in anticipation of philanthropic support for this capital fund. As with the other phases of our facilities growth plan, generous support of the capital needs ensures we have quality facilities and allows our annual revenue to ensure that programming and operations continue with sustainability.
- We have members of our community who are passionate about addressing current limitations of the building and creating the beautiful, functional, and safe space we envision. Generous early pledges to the campaign mitigated the impact of shifting funds internally and created momentum for a successful campaign.

8. What if the project takes longer than expected and is ongoing into the summer of 2023?

- Camp Ruach and adult social/cultural programs can both contract to operate with less space in summer 2023. This temporary solution is not ideal and would limit summer program quality and revenue.

For more information, contact Ashley Lasher, Executive Director at 828-253-0701 or ashley@jcc-asheville.org.