



City of High Point

Meeting Agenda

Prosperity, Livability, & Safety Committee

Municipal Office Building
211 S. Hamilton Street
High Point, NC 27260

Mayor Pro Tempore Monica Peters, Chair

Committee Members:

Council Member Dr. Patrick Harman

Council Member Tyrone Johnson

Council Member Vickie M. McKiver

Cyril Jefferson, Mayor (Alternate)

Thursday, June 4, 2026

9:00 AM

Council Chambers

Prosperity and Livability Committee - Mayor Pro Tempore Monica Peters, Chair

CALL TO ORDER

PRESENTATION OF ITEMS

2026-191

Presentation of the Congdon Yards Urban Park Initiative

Information will be provided regarding the proposed Congdon Yards Urban Park Initiative and its role in supporting downtown revitalization efforts.

ADJOURNMENT

CITY OF HIGH POINT

AGENDA ITEM



TITLE: Presentation of the Congdon Yards Urban Park Initiative

FROM:
Greg Ferguson
Deputy City Manager

MEETING DATE:
June 4, 2026

PUBLIC HEARING:
No

ADVERTISED DATE/BY:
N/A

ATTACHMENTS:
1. Presentation

PURPOSE: To provide information regarding the proposed Congdon Yards Urban Park initiative and its role in supporting downtown revitalization efforts.

BACKGROUND: Representatives from the Earl & Kathryn Congdon Family Foundation and Business High Point will present an overview of the proposed Congdon Yards Urban Park, a planned ±1.5-acre urban park in downtown High Point. The presentation will highlight the park vision, community engagement efforts, alignment with the City's 2045 Comprehensive Plan and downtown revitalization initiatives, and potential opportunities for partnership to support long-term operations and maintenance.

BUDGET IMPACT: N/A

RECOMMENDED ACTION REQUESTED: Presentation only.



A DOWNTOWN PARK FOR HIGH POINT

Congdon Yards Urban Park

225 N. Elm Street · The next chapter in downtown High Point's transformation

Presented to the Prosperity & Livability Committee
High Point City Council

Joe Blosser
CEO, Earl & Kathryn Congdon Family Foundation

Rachel Collins
President & CEO, Business High Point

SECTION ONE

The transformation so far

How a shared vision turned four downtown blocks into the engine of High Point's revival.

Rachel Collins · Business High Point



IT STARTED WITH A CATALYST

One bold public investment, answered by private capital

\$40M

Congdon Foundation investment in Congdon Yards

\$20M

Additional private investment in the campus

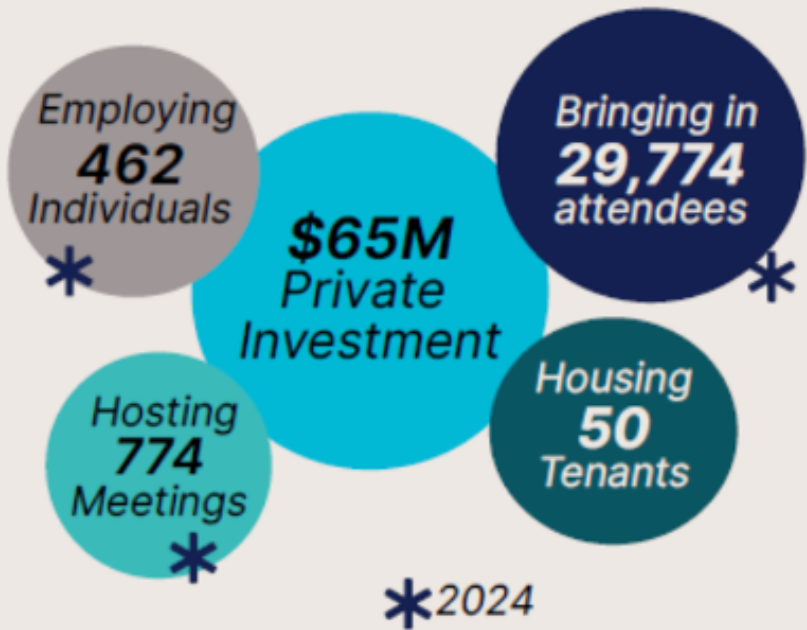
**State of
NC**

Several million in supporting public funds



The numbers behind the growth

Congdon Yards Campus: Key Investment Highlights



Economic Ripple Effect Since 2017

- **\$326M** tax base increase over 4 blocks
- **\$267M** in private investments since 2019
- the establishment of **26 new businesses** in 2023.
- **409,000** visits to adjacent Stock & Grain Food Hall and Truist Point



Future Projected Pedestrian Potential

AND WE KEPT BUILDING

Momentum, not a moment



Land-banked

Strategic downtown properties secured for the district's future



SpringHill Suites

A new 128-room Marriott hotel brought to downtown (opened Fall 2025)



Restaurants & bars

More new places to gather in the Social District



Sports

The region rallied around the CCFC MLS Next Pro soccer team

The intent is clear: make downtown High Point — and all of High Point — a place where people want to live, work, and play.

SECTION TWO

A Missing Piece

We have a stadium, event space, offices, a hotel, restaurants, sports teams and a Social District. What downtown High Point still lacks is a true urban park — the connective tissue that ties it all together.

WE'RE NOT THE FIRST

Our peer cities already built their center-city parks

Greensboro

LeBauer Park & Center City Park

Two downtown parks anchoring a revitalized core

Winston-Salem

Bailey Park

Public park in the heart of the Innovation Quarter

Salisbury

Salisbury Community Park

A central gathering green built for the whole community

THIS VISION ISN'T OURS ALONE

The community shaped this idea

3

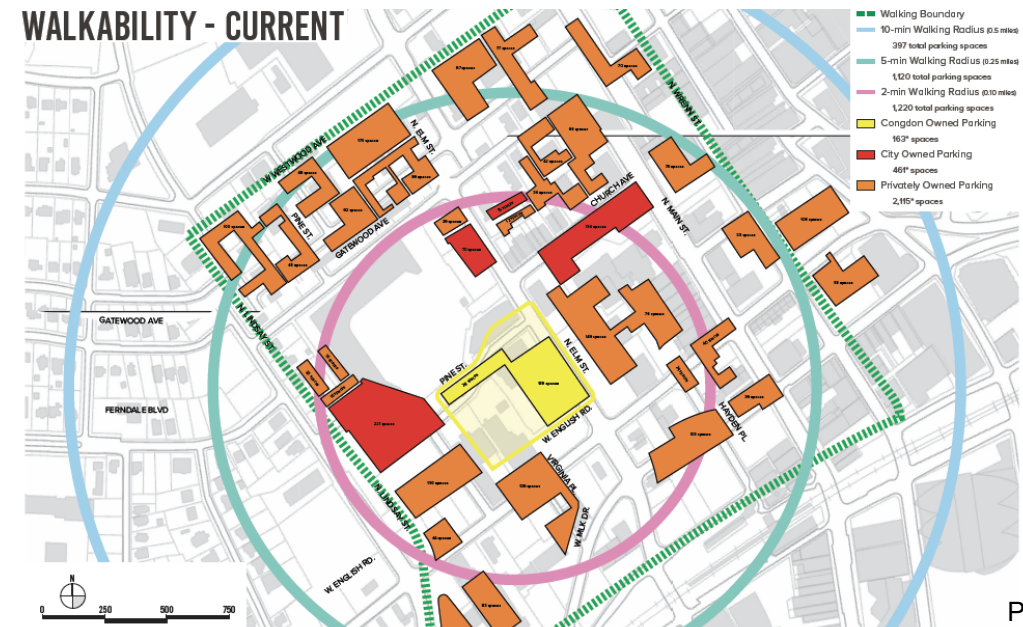
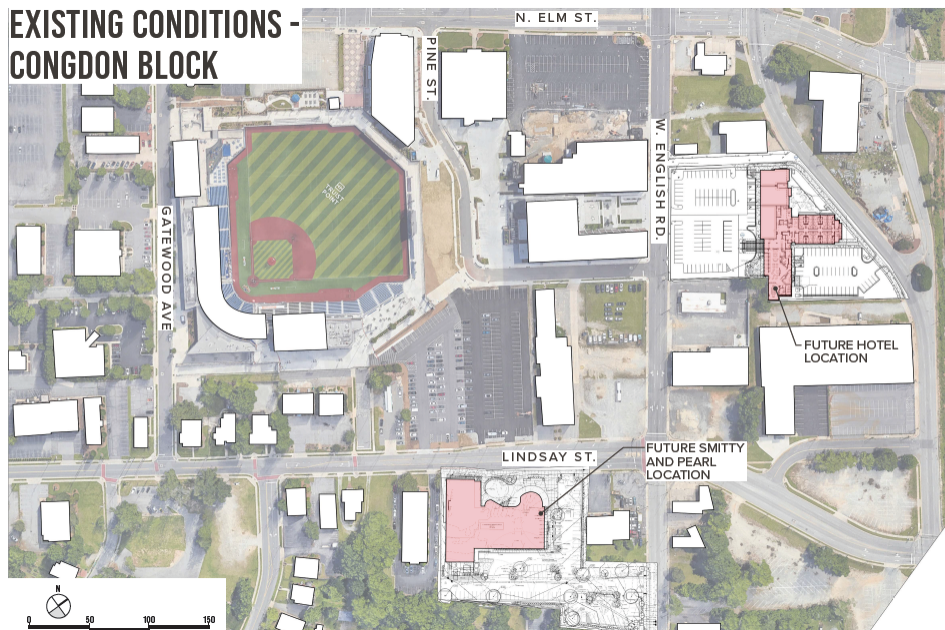
engagement sessions held in Spring 2025

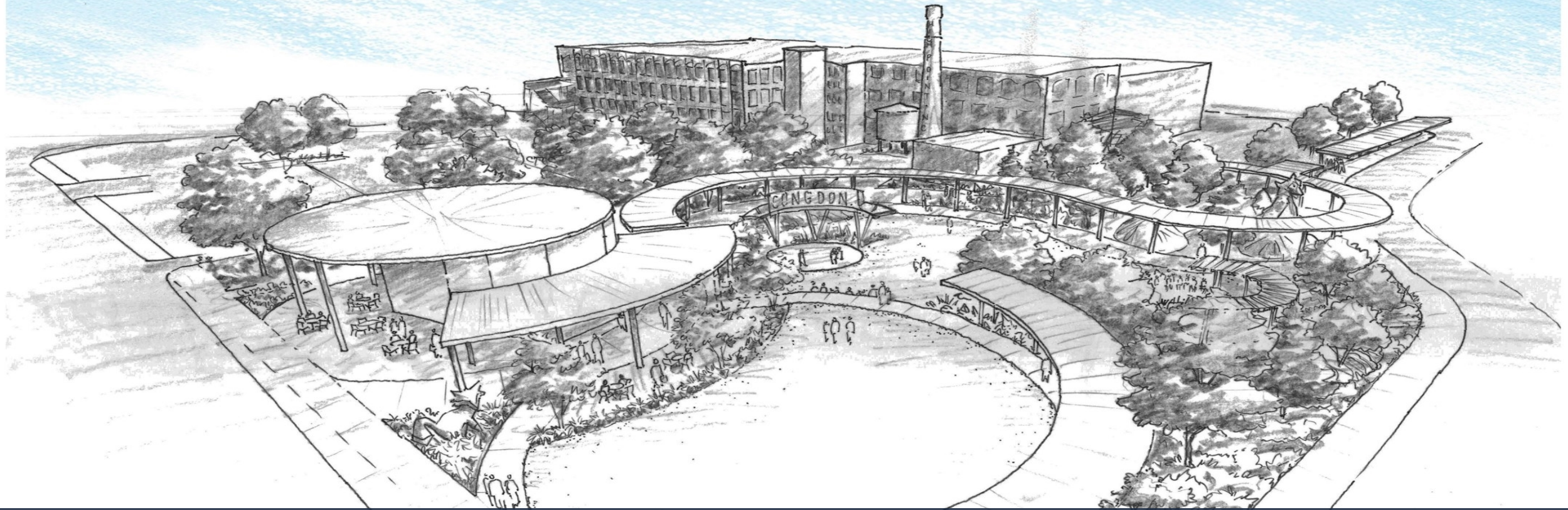
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citizen groups shared what downtown needs

1

session with City staff & Council members





SECTION THREE

The park vision

An ±1.5-acre urban park on the former Stickley site, designed by Cooper Carry

What the park must be



High Point Hospitality

A welcoming space that "feels like a hug from High Point."



Creative spirit

Creativity woven into the natural elements and the play of the park.



Calm & safe

A quiet place of respite — welcoming, with clear sightlines and a legible threshold.



In service to the district

Designed to support what's already here and tie the Social District together.

THE CONCEPT PLAN

A park built from distinct "rooms"

PARK PLAN - OPTION 2



Key features

- Great lawn
- Amphitheater
- Pavilion structure
- Stage & activity lawn
- Play space
- Terraced landing along Elm St.

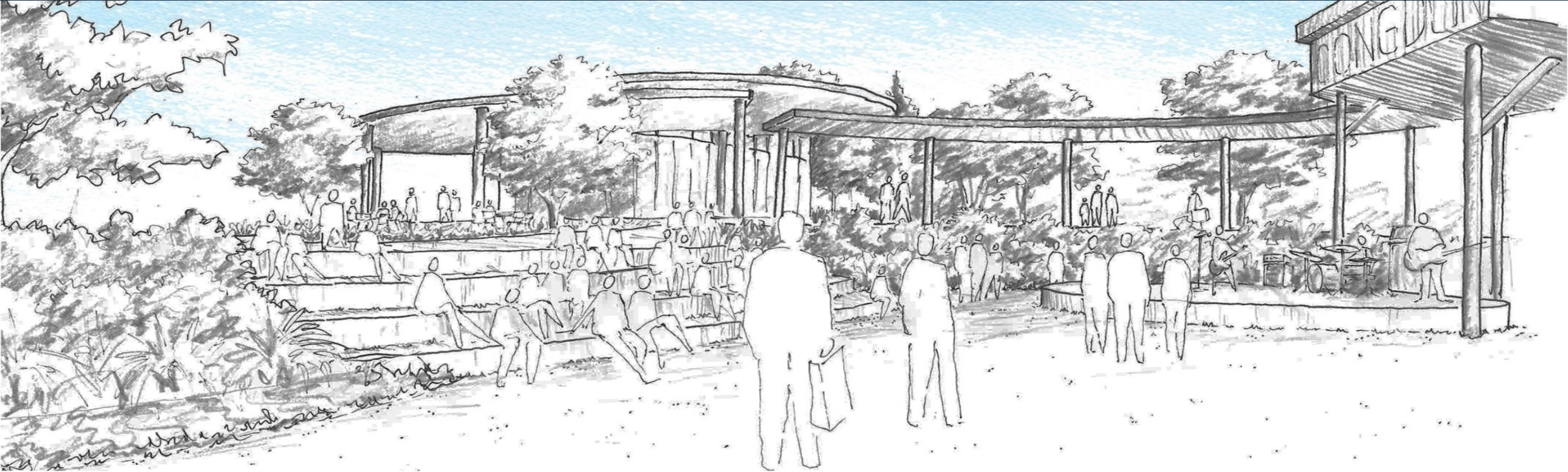
The Elliptical Lawn

The park's calm green heart — flexible open space for everyday life and big gatherings.



The Amphitheater

Terraced lawn seating and a small stage for performances, movies, and community events.



The Event Platform

A garden setting for weddings, ceremonies, and celebrations under the trees.



The Play Garden

Sculptural, beautiful play that embodies creativity — a fox worth photographing.



Four forces are converging

1

RISE Grant + Elm Street

The City's RISE Grant will rebuild Elm Street with a greenway running directly along the park's edge — the park and the greenway become one connected experience.

2

The 2045 Comprehensive Plan

High Point's adopted plan prioritizes downtown vitality and expanding greenspace. A downtown park is exactly the kind of inward, activity-center growth the plan calls for.

3

The Foundation's mission

Economic development for revitalization and stabilization in High Point — a downtown park advances that effort.

4

Housing emphasis

The 2045 plan calls for more downtown housing. Through the High Point Housing Fund and a new downtown multi-family development, the Foundation is helping lead that effort — and neighboring cities show how parks and greenways together draw housing downtown.

HOW PARKS LIKE THIS WORK

Built privately. Operated in partnership.

Every comparable urban park in our region is built with private or philanthropic capital — and operated with public support. Here's what ongoing operations look like for a park of this type.

3-Year Operating Pro Forma	Year 1	Year 2	Year 3	3-Yr Total
Earned revenue (rentals, events, food)	\$45,000	\$60,000	\$85,000	\$190,000
Total operating expenses	\$349,500	\$315,500	\$338,500	\$1,003,500
Net position	(\$304,500)	(\$255,500)	(\$253,500)	(\$813,500)

72.5%

of expenses are personnel — active management and safety of the public realm

~\$27,000

per year for professional landscaping & waste management

The realities are the same everywhere: earned revenue alone cannot sustain an urban park. Even Greensboro's established downtown parks rely on a 54% city subsidy (\$377,513 in 2024).

Source: Congdon Yards Urban Park Pro Forma 2026–2028; based on Greensboro Downtown Parks Form 990 (2024)

What this partnership looks like

The Foundation brings

\$5M+

Land and construction — fully funded by the Foundation

Design & vision

Led with the community and Cooper Carry

Long-term commitment

Part of a decade-long arc of downtown investment

Where the City partners

Safety

Public safety presence that lets the park thrive

Operational Support

Potential funding or services to help it run smoothly



Growth and progress accelerate
when there is shared vision, trust, and collaboration —
that exists here, in High Point.

Let's build the park together.

Earl & Kathryn Congdon Family Foundation • Business High Point • Congdon Yards