



**Agenda
City of Cocoa
Diamond Square Community Redevelopment
Agency Regular Meeting**

**May 1, 2025
6:00 PM
65 Stone Street, Cocoa, FL 32922**

I. CALL TO ORDER

1. Invocation
2. Pledge of Allegiance
3. Roll Call

II. APPROVAL OF AGENDA AND MINUTES

1. Agenda: Special Meeting of the Diamond Square CRA held on May 1, 2025.

III. DELEGATIONS

IV. PRESENTATIONS

V. ACTION ITEMS

1. Request Agency acceptance of the FINAL DRAFT of the CRA Plan Update (2024-25) produced by Inspire Placemaking Collective for the Diamond Square CRA and provide any recommended changes.

VI. ATTORNEY'S REPORT

VII. UPDATES AND STAFF REPORTS

VIII. NEXT MEETING DATE

IX. ADJOURNMENT

NOTICE TO PUBLIC:

This is a public meeting. All interested parties may attend. The facility wherein this meeting will be held is accessible to the physically handicapped. Please be advised that more than one member of the City Council may attend. Pursuant to Section 286.0105, Florida Statutes, the City hereby advises the public that: if a person decides to appeal any decision made by this board with respect to any matter considered at its meeting or hearing, that person will need a record of the proceedings and for such purpose, affected persons may need to insure that a verbatim record of the proceedings is made, and such record shall include the testimony and evidence upon which the appeal is to be based. This notice does not constitute consent by the City for the introduction or admission into evidence of otherwise inadmissible or irrelevant evidence, nor

does it authorize challenges or appeals otherwise allowed by law. This agenda is posted on the Municipal Bulletin Board and at the Central Brevard Library and Reference Center in Cocoa for public review.

DIAMOND SQUARE CRA AGENDA ITEM

Memo Date: 04/24/2025
Agenda Date: 5/1/2025
Prepared By: Ryan Browne, Redevelopment Coordinator
Through: Charlene Neuterman, Community Services Director
Requested Action: Request Agency approval of the Agenda either as written or as amended.

BACKGROUND:

Agency Members approve the Agenda at the beginning of the meeting.

PRIORITY AREA CONNECTION:

Organizational Effectiveness

BUDGETARY IMPACT:

None.

PREVIOUS ACTION:

N/A.

RECOMMENDED MOTION:

Request Agency approval of the Agenda either as written or as amended.



DIAMOND SQUARE

REDEVELOPMENT AGENCY

Tracy Moore
Chairperson

Crystal McQueen
Vice Chairperson

Larry Brown
Board Member
*(Appointed
by Brevard
County)

Brenda Fox
Board Member

Jackie Isom
Board Member

Angelia Smith
Board Member

Marilyn Smith
Board Member

DATE: Thursday, May 1, 2025
TIME: 6:00 p.m.

Location: Council Chambers
City Hall
65 Stone Street

I. CALL TO ORDER
INVOCATION
PLEDGE OF ALLEGIANCE
ROLL CALL

II. APPROVAL OF AGENDA

AGENDA: Special Meeting of May 1, 2025

III. DELEGATIONS

IV. PRESENTATIONS

V. ACTION ITEMS

1. Request Agency acceptance of the FINAL DRAFT of the CRA Plan Update (2024-25) produced by Inspire Placemaking Collective for the Diamond Square CRA and provide any recommended changes.

VI. ATTORNEY'S REPORT

VII. UPDATES AND STAFF REPORTS

VIII. NEXT MEETING DATE

The next meeting of the Diamond Square Community Redevelopment Agency is Monday, May 19, 2025, at 6:00 PM. The meeting will be held at the Cocoa City Hall, Council Chambers, located at 65 Stone Street, Cocoa, FL 32922.

IX. ADJOURNMENT

NOTICE TO PUBLIC:

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BACKGROUND:

Request Agency acceptance of the FINAL DRAFT of the CRA Plan Update (2024-25) produced by Inspire Placemaking Collective for the Diamond Square CRA and provide any recommended changes.

After the Agency approves the Draft CRA Plan, the proposed Draft CRA Plan recommended by the Agency must be advertised and presented to the City Council for final consideration and adoption at a public hearing. Additionally, prior to the public hearing, the City will provide public notice of the proposed plan, by registered mail, to each taxing authority which levies ad valorem taxes within the geographical Diamond Square CRA area.

PRIORITY AREA CONNECTION:

Organizational Effectiveness

BUDGETARY IMPACT:

None.

PREVIOUS ACTION:

Item was previously tabled.

RECOMMENDED MOTION:

Request Agency acceptance of the FINAL DRAFT of the CRA Plan Update (2024-25) produced by Inspire Placemaking Collective for the Diamond Square CRA and provide any recommended changes, either as written or as amended.



◆ ACKNOWLEDGMENTS ◆

COMMUNITY REDEVELOPMENT ADMINISTRATORS

<i>Community Services Director</i>	Charlene Neuterman
<i>Redevelopment Coordinator</i>	Ryan Browne

DIAMOND SQUARE CRA BOARD MEMBERS

<i>Agency Chairperson</i>	Tracy Moore
<i>Agency Vice Chairperson</i>	Crystal McQueen
<i>Agency Member</i>	Larry Brown
<i>Agency Member</i>	Brenda Fox
<i>Agency Member</i>	Jackie Isom
<i>Agency Member</i>	Angelia (“Angie”) Smith
<i>Agency Member</i>	Marilyn Smith

CITY COUNCIL

<i>Mayor</i>	Michael C. Blake
<i>Deputy Mayor</i>	Patricia Weeks
<i>Council Member</i>	Alex Goins
<i>Council Member</i>	Lavander Hearn
<i>Council Member</i>	Lorraine Koss

CITY MANAGER

<i>City Manager</i>	Stockton Whitten
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CITY OF COCOA STAKEHOLDERS

CITY OF COCOA STAFF

<i>Director of Communication & Economic Development</i>	Samantha Senger
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CITY OF COCOA CITIZENS

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INTRODUCTION

The purpose of the Diamond Square Community Redevelopment Plan Update is to provide a comprehensive guidebook for revitalizing and enhancing the Community Redevelopment Area. This update aims to address both current and future needs by identifying aspects of the previous plan that are appropriate to continue as well as new initiatives for economic growth, infrastructure improvements, and community development. This Plan update is designed in accordance with Chapter 163 Part III of the Florida Statutes governing Community Redevelopment Agencies. The updated CRA Plan will guide Diamond Square’s growth by fostering long-term sustainable development, enhancing residents’ quality of life, and attracting investment while ensuring that redevelopment efforts align with the community’s vision for its future.

The Plan update is designed to focus on Diamond Square, aiming to revitalize and enhance its economic and social vitality. Most importantly, the Plan must align with the City’s overarching Mission, Values, and Vision ensuring that any changes contribute positively to the community’s long-term objectives. By integrating these elements, the Plan seeks to foster sustainable development while addressing the specific needs and aspirations of the community.

MISSION STATEMENT

To enrich the quality of life for our unique and diverse community by delivering Professional, Responsive, Innovative, Dedicated and Exceptional public services!

Serving our community with P.R.I.D.E.

VALUES

Integrity
Conducting ourselves in a moral, ethical, and honest manner.

Accountability
Citizens, Staff and City Council taking ownership and responsibility to promote public trust.

Community Engagement
Encouraging community participation, inclusivity and awareness so that all residents feel they have an opportunity to participate in their city government.

Professionalism
Serving the community competently and efficiently with character and a positive attitude.

Excellence
Providing responsive and exceptional customer service.

Respect
Treating the public and one another with dignity, consideration and compassion.

VISION

We envision Cocoa as a safe, vibrant, and diverse city that values its rich history and environmental resources, while promoting an engaged and inclusive community with ample employment, housing, recreational, and social opportunities for all.

CONTEXT

DRAFT

01





HISTORY

The City of Cocoa is situated on the western shore of the Indian River in Brevard County, Florida. Cocoa is a coastal community bordered by Rockledge to the south, the Indian River to the east, and unincorporated Brevard County to the north and west. Originally settled in the 1860s under names such as ‘Scrub City’ and ‘Magnolia Point’, Cocoa was officially platted as Indian River City in 1882 and incorporated in 1895. In 1895, the population of this burgeoning community stood at approximately 50 individuals; among them were four African Americans: three laborers and one preacher who played an instrumental role in laying down roots for what would become a vibrant black community around Orange Street and Hughlett Avenue. Cocoa’s first black community, known as “Diamond Square”, had emerged as a vibrant neighborhood just west of Cocoa Village. The City began as an agricultural hub producing oranges, lemons, pineapples, bananas, and cane syrup. The advent of steamships revolutionized transportation logistics and attracted businesses that relied on regional transportation. Thus, Cocoa saw further growth with Henry Flagler’s Florida East Coast Railway arriving in 1896.

By 1905, Cocoa’s prosperity was evident through its diverse stores, attractive homes, and numerous schools downtown. Commercial developments concentrated around the waterfront while residential areas expanded outward beyond core business district boundaries due to increased automobile ownership rates which rose dramatically during the years spanning the early mid-century timeframe.

Limited by Jim Crow segregation laws, the Diamond Square neighborhood grew into a self-sustaining community, furnished with grocery stores, retail, schools, and many churches to support residents both for spiritual guidance as well as for political organization. Stone

Street became the neighborhood’s main commercial hub. During the 1960’s and 70’s, Diamond Square experienced a downturn due to urban renewal efforts, which led to many successful Black-owned businesses being condemned, the destruction of homes, and dismantling of institutions that provided vital services to the Black community. These efforts displaced many long-time residents, forced surrounding businesses to be shut down, and left a void of community, culture, and infrastructure, leaving the neighborhood weakened and empty.

To address these issues, the City Council initiated a “Vision Planning” process to explore potential solutions. In June 1996, they adopted recommendations from this plan, which included establishing a Community Redevelopment Agency for the Diamond Square area. Following a “Finding of Necessity” study that confirmed the need for redevelopment, the City Council formed this Agency and appointed a seven-member Board of Directors. The Diamond Square CRA was thus established in 1998 to help rebuild the area. This appointed board is responsible for developing and implementing the Community Redevelopment Plan in accordance with Florida Statutes. The plan was last updated in 2014.

Today’s Diamond Square reflects this rich history while embracing new opportunities for growth and development within Cocoa’s diverse community tapestry. It is essential to acknowledge the richness and depth of this community and to advance with projects that genuinely reflect the history and culture of its residents, including those who have been part of it for generations. This approach is vital for effectively rebuilding and revitalizing the area.



1951 AERIAL

01

TIMELINE

FORMATION OF COCOA'S
AFRICAN-AMERICAN
SETTLEMENT

The Diamond Square area of Cocoa was originally part of the City's African-American settlement.



FLORIDA EAST COAST
RAILWAY TRANSFORMS
COCOA'S INDUSTRIES

With the arrival of the railway, travel and distribution shifted to rail, and industries moved near the tracks, boosting Cocoa's economy.



CONSTRUCTION OF DIXIE
HIGHWAY SHIFTS CITRUS
DISTRIBUTION

The Dixie Highway became a major transportation route for citrus, leading to new land use patterns in Cocoa.

»Pre-1885

»1893

»1915

»1885

»1895

»1920s



STEAMSHIP
CONNECTION SPURS
ECONOMIC GROWTH

A steamship link to Titusville spurred Cocoa's growth, leading to the development of fish and fruit industries, ice plants, canneries, and packing houses.



DIAMOND SQUARE

INCORPORATION OF
COCOA AND THE GREAT
FREEZE

Cocoa was incorporated, and W. L. Hughlett became the first mayor. The Great Freeze hit, reducing the population temporarily, but citrus production soon revived.

LAND DEVELOPMENT BOOM
IN COCOA

Cocoa experienced a boom, reflecting statewide trends in land development.



SLOW GROWTH ERA

Growth slowed during these decades due to national economic depression, but the community remained stable.



SURROUNDING COMMUNITIES' GROWTH CAUSES COCOA'S DECLINE

Growth in nearby areas led to a decline in Cocoa's market share, with strip commercial areas showing signs of economic and physical deterioration.

REASSESSMENT AND REDEVELOPMENT PLANNING FOR DIAMOND SQUARE

The Diamond Square CRA issued a Plan update, reflecting on the area's history and outlining future development recommendations.

INTERLOCAL AGREEMENT WITH COUNTY

The Plan update is approved and the Diamond Square CRA and Brevard County enter into an interlocal agreement

›1930s-40s

›1980s-90s

›2014

›2019-

›1950s-60s

›1996

2024



NASA'S SPACE PROGRAM BRINGS POPULATION GROWTH

Population grows significantly due to NASA's space program at Cape Canaveral, bringing new residents and transforming U.S. 1 and State Road 520 into major commercial corridors. Diamond Square is impacted by the east/west connection of State Road 520.

COCOA CITY COUNCIL ADOPTS VISION PLAN FOR REDEVELOPMENT

The City Council launched a Vision Plan, and established the Diamond Square Community Redevelopment Agency (CRA) to address these challenges.

2024 PLAN UPDATE BEGINS

The Diamond Square Community Redevelopment Plan is updated, forming a strategic framework for the CRA's remaining operational timeframe.



ADMINISTRATION & GOVERNANCE

This document has been prepared under the guidance of the Diamond Square Community Redevelopment Agency, in compliance with the Community Redevelopment Act of 1969, F.S. 163, Part III. Recognizing the necessity to address and eradicate slum and blighted conditions within our community, this Act grants counties and municipalities the authority to engage in “Community Redevelopment.” For this Diamond Square Community Redevelopment Plan, we adhere to the definition provided by Florida Statutes: “Community Redevelopment” or “Redevelopment” encompasses activities or projects undertaken by a county, municipality, or community redevelopment agency within a designated area. These efforts aim at eliminating and preventing slum and blight or providing affordable housing options for low- or moderate-income residents, including seniors. This may involve slum clearance and redevelopment or rehabilitation and conservation within such areas as outlined in a community redevelopment plan. The Diamond Square Community Redevelopment Agency (CRA) operates under Florida Statutes, which require that a redevelopment area be identified as a slum, blighted, or lacking affordable housing for low to moderate-income residents, including seniors. On August 19, 1997, the City of Cocoa adopted a resolution recognizing the need to redevelop blighted areas. Following a Blight Study, a resolution was passed on March 24, 1998, establishing a redevelopment area based on specific findings under Section 163.355 of the Florida Statutes.

These findings stipulate that the City of Cocoa cannot exercise redevelopment authority until a resolution, backed by data and analysis, confirms that the area’s conditions meet the criteria outlined

in sections 163.340(7) or (8). The resolution must declare that: (1) One or more slum or blighted areas, or areas with a shortage of affordable housing for low to moderate-income residents, including the elderly, exist within the city; and (2) The rehabilitation, conservation, redevelopment, or a combination of these efforts, including the development of affordable housing, is necessary for the public health, safety, morals, or welfare of the city’s residents. The redevelopment boundaries were defined to include properties identified as slum and blighted.

Establishment of the Community Redevelopment Agency

Following a “Finding of Necessity” by the governing body and recognizing the need for a Community Redevelopment Agency to operate within the county or municipality for redevelopment purposes, any such entity may establish a public body known as the “Community Redevelopment Agency.” This agency is considered a public instrumentality, and its powers under F.S. Chapter 163, Part III are regarded as essential public functions.

The Diamond Square Community Redevelopment Agency (CRA), originally named Census Tract 626, was established August 18, 1997 through City of Cocoa Ordinance No. 13-98 and is governed by a seven-member board.

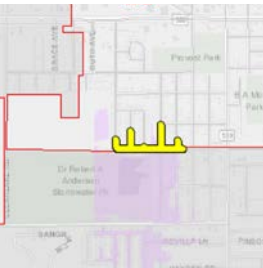
The Diamond Square Community Redevelopment Agency (CRA) operates under a redevelopment plan approved by the City Council, as required by the Community Redevelopment Act and funded through tax increment financing. Similar to the City’s Comprehensive Plan, this document is dynamic and requires regular evaluation and amendments to align with evolving conditions and community

goals. The updated Diamond Square Community Redevelopment Plan reaffirms priorities while setting a vision for the redevelopment area beyond the CRA’s operational timeframe. This process involved significant contributions from city residents, businesses, property owners, and other stakeholders within the redevelopment area. The Diamond Square Community Redevelopment Area is located on the southern border of the City. The boundaries of this area are as follows:

- North: School Street
- South: Rosa L. Jones Drive
- East: Florida East Coast Railroad
- West: Pineda Street

The Diamond Square Community Redevelopment Area (CRA) encompasses approximately 430 acres, or 0.67 square miles, representing just 4.6% of the city’s total area of 8,960 acres (14.75 square miles). The area features mostly single-family residential homes, with King Street and Peachtree Street as the commercial corridors. It is home one of the City’s cultural destinations, the Leon and Jewel Collins Museum of African American History and Culture. A notable historic building in this area is the Harry T. Moore Center which was part of the historic Rosenwald School Program, which was an effort to establish African-American schools within the Southeast from the 1910s to the 1930s.

Key Findings affecting Diamond Square CRA:



Segments of Rosa L. Jones Dr. and surrounding residential areas within FEMA designated flood zones



Southeast corner of the Diamond Square CRA is a Flood-prone area.

PREVIOUS PLANS AND STUDIES

The previous Diamond Square Community Redevelopment Plan was developed in 2014 and identified five key themes that drove the plan’s vision: Community Living, Community Places, Community Connections, Community Identity, and Community Opportunity. The findings of this plan were evaluated and considered during the analysis and public input phases of this Plan update. The five key themes have been preserved as the framework for the Diamond Square CRA Plan update.

The Resilient Cocoa Plan, developed in 2020 by the East Central Florida Regional Planning Council for the City of Cocoa, addresses resiliency concerns like storm surge, flooding, and sea level rise. It includes a vulnerability assessment, public engagement to identify community priorities, an Economic Impact Analysis using the REMI PI+ model to compare the costs of mitigation versus inaction, and an Action Plan based on these findings. Public input emphasized the need to improve stormwater infrastructure, protect businesses, and address flooding. The Action Plan outlines tasks across four areas—Leadership and Strategy, Economic and Society, Infrastructure and Environment, and Health and Well-Being—each assigned to a specific City Department.

Resiliency in Diamond Square is crucial for sustaining its community and infrastructure in the face of natural disaster challenges. During the Plan update process, several goals were carefully considered to ensure alignment with the Resilient Cocoa Plan. These goals included enhancing the area’s ability to withstand economic and environmental pressures, fostering community engagement, and promoting sustainable development practices. By integrating these objectives, the updated plan supports long-term resilience, ensuring that Diamond Square can adapt and thrive amidst changing conditions.

Goals and Objectives of the Resilient Cocoa Plan

- GOAL #1

Leadership & Strategy
Promote leadership, education, and empowerment to foster resiliency
 - Incorporate resiliency into local plans, policies and objectives.
 - Plan fiscally to implement resilient and sustainable solutions to long term impacts.
 - Implement strategies to promote adaptive measures that keep people and property safe.
 - Engage and educate private sector stakeholders, elected officials, and others about ways to increase community resiliency.
- GOAL #2

Economic & Society
Provide opportunities to foster economic prosperity and social equity
 - Protect high value assets from natural hazards.
 - Educate businesses about access to funding and financial services related to resiliency.
 - Facilitate and support the efficient recovery of business operations after an event.
 - Improve social inclusion in decision making processes.

- GOAL #3

Infrastructure & Environment
Encourage responsible development and infrastructure solutions
 - Improve water quality in surface water bodies.
 - Incorporate resiliency into local plans, policies and objectives.
 - Preserve and adapt the built environment to keep people and property safe.
 - Improve community mobility while improving vulnerable transportation infrastructure.
- GOAL #4

Health & Well Being
Facilitate opportunities to improve community and environmental health
 - Improve the capacity of the City to better respond to hazard events.
 - Improve capacity of medical facility operations to prepare for and recover from hazards.
 - Promote sustainable practices in government-owned facilities.
 - Engage residents and business owners with locally relevant information.
 - Improve access to resources for the homeless, special needs, elderly and poor.

PUBLIC ENGAGEMENT

As part of the Community Redevelopment Plan update two key public engagement events were held to gather community feedback and inform the next steps in the redevelopment process. The first event was an Open House, held on September 25, 2024, at the Dr. Dr. Joe Lee Smith Community Center. The purpose of this first event was to introduce the community to the Diamond Square Community Redevelopment Plan update. The event aimed to engage residents, business owners, CRA Board members, and local stakeholders in discussions about the project's scope and gather early input on the community's priorities and vision. The event was attended by approximately 15-20 people, including representatives from the Inspire and City of Cocoa project teams. The event was promoted through various outreach methods, including the City's calendar, social media, newsletters, and mailed postcards, both in English and Spanish.

During the Open House, several boards were presented to gather input from attendees. A PowerPoint presentation provided an overview of the CRA and Tax Increment Financing (TIF). A series of interactive boards prompted participants to share their thoughts on topics such as where they live, work, and play, what they'd like to see in the CRA, and their preferences for placemaking features. The CRA Prioritization board helped participants rank the areas they felt the redevelopment efforts should prioritize, and the Placemaking board explored preferred elements of public spaces, like parks, transit improvements, and public art.

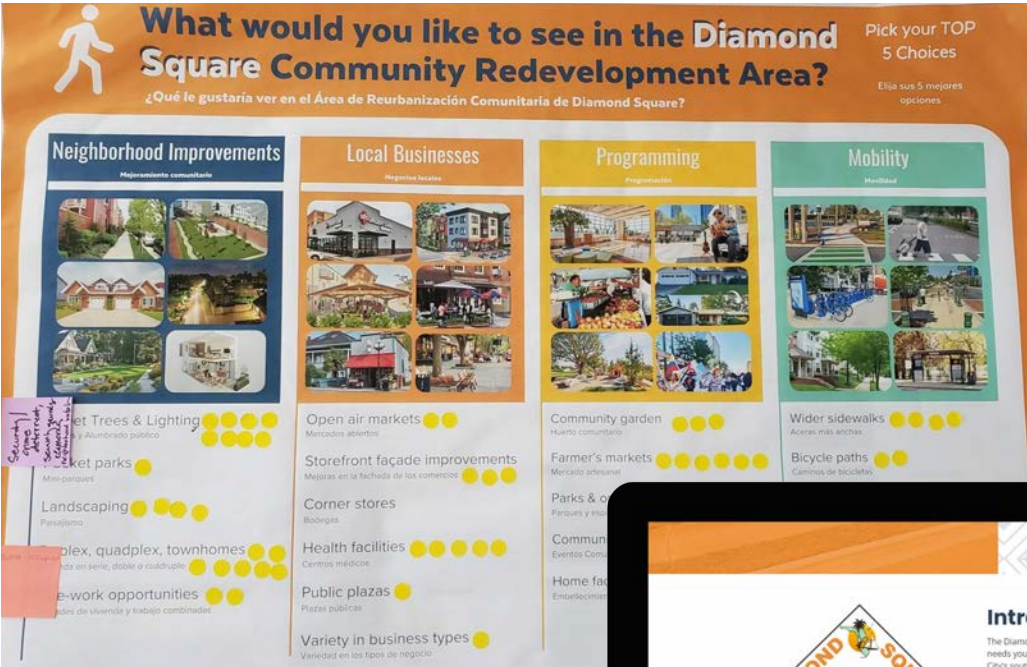
Input from the Open House emphasized a desire for improved placemaking, safer street design, and more diverse housing options to fill the gap in missing middle housing, offering alternatives between single-family homes and large apartment buildings. There was also strong support for the revitalization of public spaces, including parks and recreational areas, and a desire for improved commercial options, such as a grocery store. The prioritization of infill development was noted, as well as a need for better stormwater infrastructure and resilience measures to combat flooding. The Placemaking board at the Open House revealed a strong preference for public transit improvements, pocket parks, and enhanced landscaping, among other features, to foster a more vibrant community. Feedback also highlighted the need for more local businesses, a focus on crime prevention, and the importance of neighborhood programs.

A follow-up Workshop was held on November 6, 2024, at the Harry T. Moore Center in the heart of Diamond Square. This workshop focused on presenting the findings from the previous public engagement and aligning resources with the identified priorities while focusing on specific challenges and opportunities in the CRA. The workshop had around eight (8) attendees, including residents, business owners, CRA Board members, and the project teams. At the Workshop, more focused discussions took place based on the results of the Open House, where attendees engaged with a "Focus Areas Map" and "Focus Areas Budget Exercise." These activities helped to refine priorities across six focus areas: Public Spaces, Housing, Transportation/Mobility, Infrastructure & Resilience, Redevelopment/Infill Development, and Neighborhood Health & Safety.

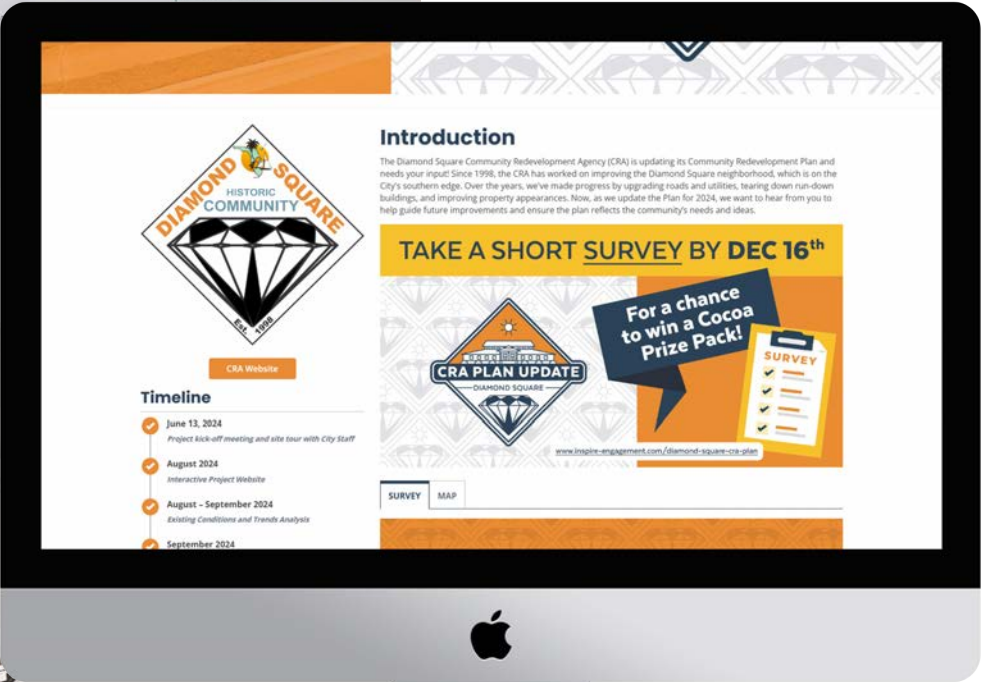


Interviews were conducted with key stakeholders who provided feedback on neighborhood improvements, local businesses, mobility, and programming needs. Stakeholders emphasized several priorities, including the need for affordable housing, safer streets, and more public spaces. There was a strong desire for a variety of housing types to cater to different income levels and age groups. Stakeholders also voiced concerns about crime and loitering, calling for implementation of Crime Prevention Through Environmental Design (CPTED) measures to improve safety. The desire for more local businesses, especially health facilities and restaurants, was also emphasized, alongside the need for a more inviting public realm and community programming.

Overall, the public engagement efforts revealed a clear and shared vision among residents and stakeholders for the future of the Diamond Square CRA. The community seeks a more vibrant, safe, and inclusive neighborhood with a variety of housing options, enhanced public spaces, stronger economic opportunities, and better transportation options. With continued targeted investments and improved communication, stakeholders are optimistic that these priorities can help restore the CRA to its former vibrancy and potential.



ENGAGEMENT BOARD RESULTS



PROJECT WEBSITE



02

THE VISION

GUIDING PRINCIPLES

The vision for Diamond Square is to create a vibrant, safe, and sustainable community that reflects the aspirations of its residents. The previous Plan update identified six key transformational initiatives for Diamond Square. These include enhancing streetscapes and pedestrian connectivity, fostering partnerships with housing developers, creating neighborhood gateways, assessing the feasibility of new community-based activity centers, bolstering support for community organizations and educational institutions, and establishing a diverse community-based committee to coordinate activities and strengthen non-profit capacities. These initiatives served as foundational elements supported by various incremental actions. Each initiative aligns with one or more strategic framework categories: *Community Living, Community Places, Community Connections, Community Identity, and Community Opportunity.*

This framework is informed by a collaborative process of public engagement, which reaffirms and identifies key priorities and concerns. The goals outlined below focus on enhancing public spaces, providing housing options, improving mobility, strengthening resilience, supporting redevelopment, and ensuring neighborhood health and safety. The outcomes and action steps provided for each goal aim to create tangible, measurable improvements over time.

COMMUNITY LIVING

Improve the quality, aesthetics, and availability of housing in Diamond Square to increase homeownership, increase property values, and attract investment from housing developers. Additionally, prioritize the development of affordable and diverse housing options that meet the needs of all income levels.

COMMUNITY PLACES

Enhance the parks and public spaces of Diamond Squarein the CRA to create safe, inclusive, vibrant areas for leisure and community gatherings through more consistent maintenance, upgraded amenities, and meaningful programming. Foster partnerships with local businesses and organizations to support the neighborhood’s shared vision.

COMMUNITY CON

Enhance mobility in the Square neighborhood b consistent, incremental to alternative transporta such as public transit an This includes upgrading and cyclist infrastructure bus services, and imple Complete Streets projec culture of active mobility access to safe, efficient for all residents.



NECTIONS

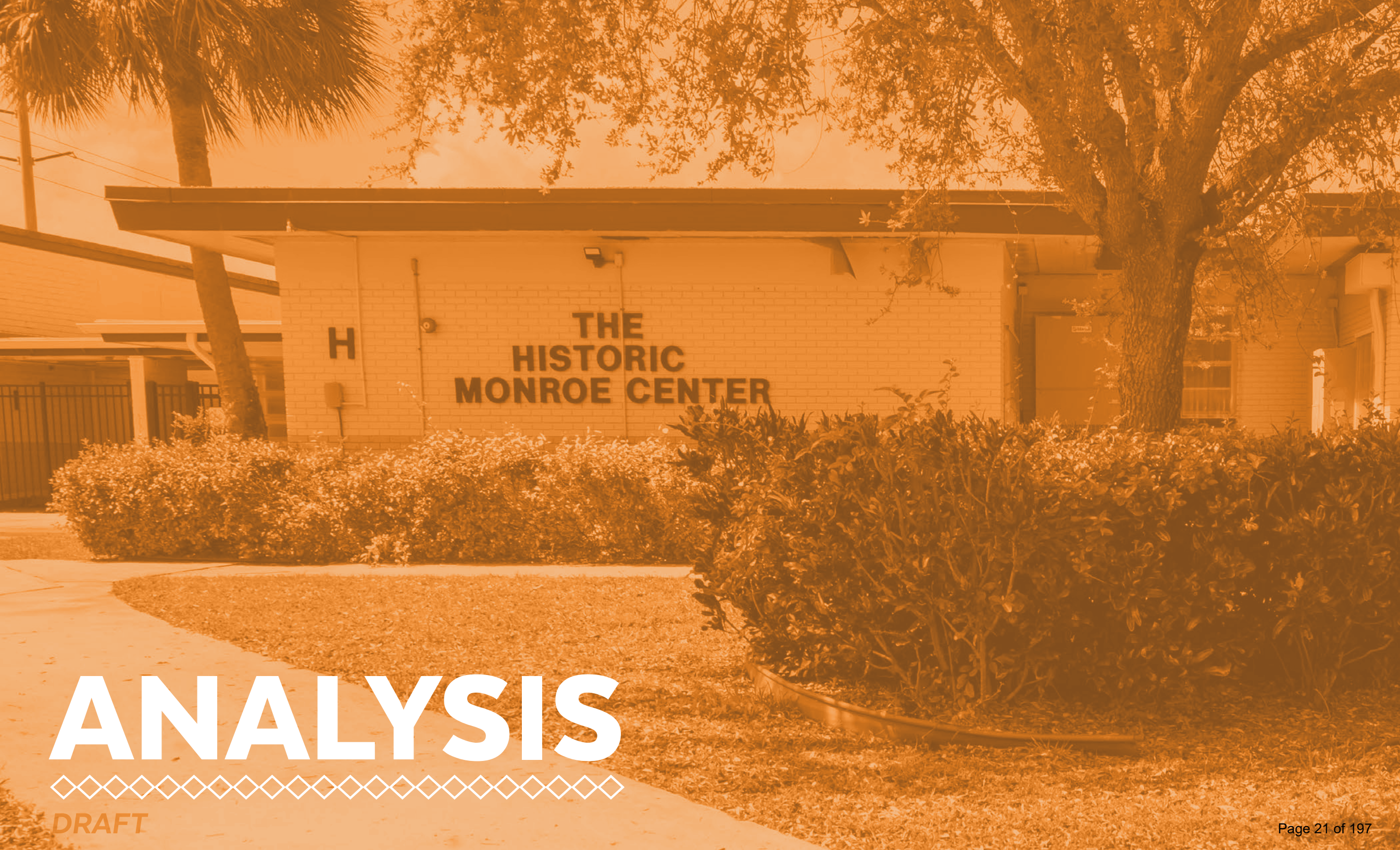
COMMUNITY IDENTITY

COMMUNITY OPPORTUNITY

Diamond
y implementing
improvements
tion options
nd walkability.
pedestrian
e, expanding
menting
cts to foster a
y and ensure
transportation

Strengthen the community identity of Diamond Square by celebrating its rich history and culture, while fostering a safer, healthier environment for all residents. This includes enhancing security, promoting wellness and healthcare access, and supporting social services that uplift vulnerable populations, ultimately strengthening community cohesion and resilience.

Foster economic growth in Diamond Square by revitalizing vacant and underutilized properties, creating a vibrant commercial district that attracts diverse businesses and amenities. This includes supporting property improvements, enhancing the aesthetic appeal of commercial corridors, and providing job training and development opportunities to ensure sustainable economic prosperity for residents.



**THE
HISTORIC
MONROE CENTER**

H

ANALYSIS



DRAFT



K02

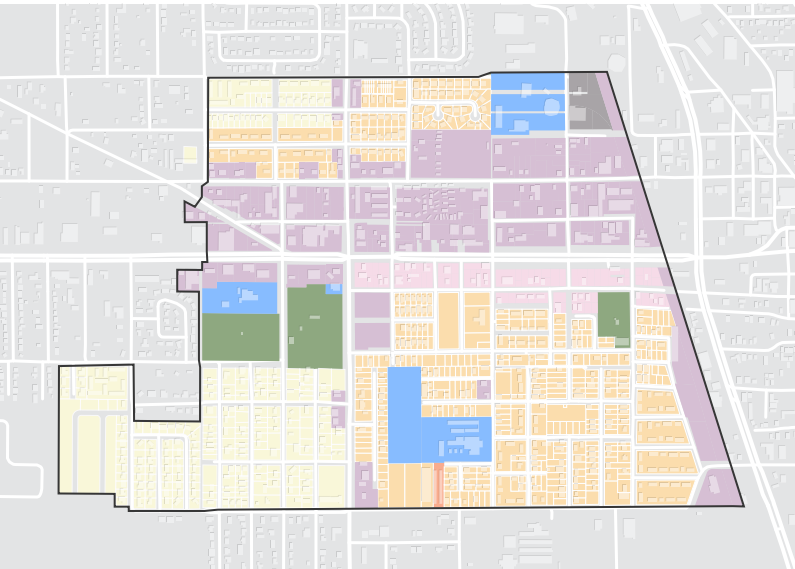




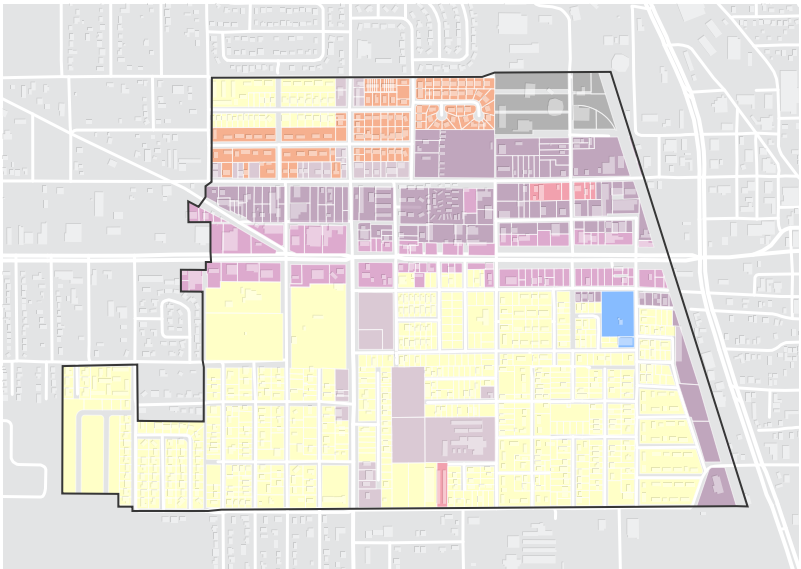
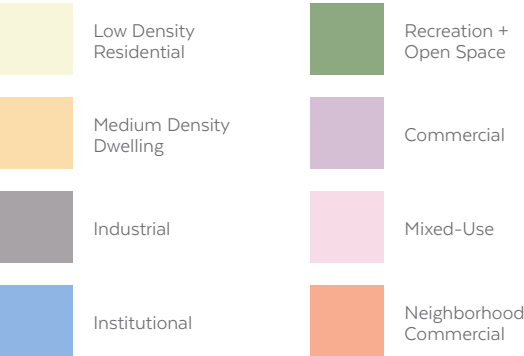
EXISTING CONDITIONS

The Diamond Square Community Redevelopment Area (CRA) covers 430.9 acres along the southern edge of Cocoa, Florida, and is characterized by a mix of residential (54%), commercial (25%), and ancillary land uses such as institutional and parks. Current zoning allows for an increase in residential (67%) and commercial (34%) development, which can support the area’s potential for revitalization. The CRA is well-connected by major roadways like Cocoa Boulevard, King Street, and Fiske Boulevard, although dead-end streets limit internal connectivity. Public transit is readily accessible, with 19 bus stops throughout the CRA, most within a ¼-mile walking distance. However, the area’s bicycle facilities, located along key streets, lack protection and present safety concerns, which is important to address as the community grows and alternative transportation options increase in popularity.

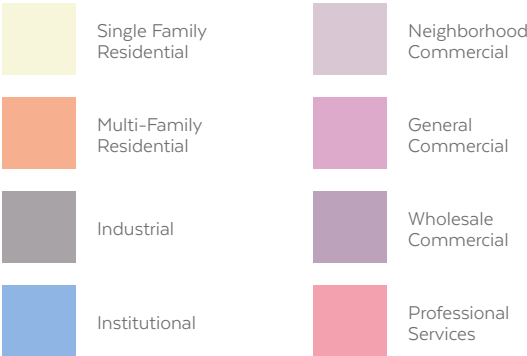
Demographically, the Diamond Square CRA has a population of 2,313 with a median age of 37.3 years. The community is predominantly Black (51.6%), followed by Hispanic residents (27.2%). The median household income of \$48,305 is lower than the county average, and over half of the population works in service industries. Housing in the area is predominantly rental (over 50%), with many single-family homes built between 1940 and 1969. The housing stock is aging, and approximately 14% of the units are vacant, presenting opportunities for redevelopment or rehabilitation of housing.



Future Land Use map for Diamond Square CRA



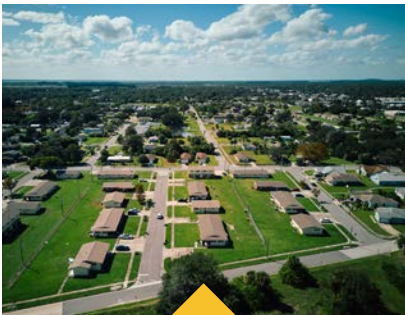
Zoning map for Diamond Square CRA



ANALYSIS APPROACH

The vision for the Diamond Square CRA is to create a vibrant, safe, and resilient community that reflects the aspirations of its residents. This vision can only be accomplished through steadfast efforts towards goals and priorities identified by the community. The previous Plan update identified five framework themes to support the vision: **Community Living, Community Places, Community Connections, Community Identity**, and **Community Opportunity**.

This Plan update evaluates the current conditions of the CRA based on the **five strategic framework categories**, while also reviewing previous plans and approaches to revitalizing the area. These strategic focus areas guided the development of qualitative and quantitative criteria to better understand the area’s strengths and opportunities for the CRA in the coming years.



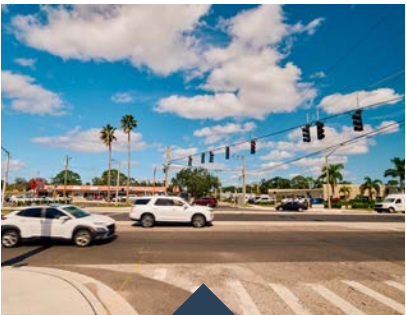
COMMUNITY LIVING

- Housing variety
- Owner vs renter diversity
- Building form and Approachability
- Proximity to destinations
- Vacant vs occupied homes
- Living density
- Unique character/identity
- Homes with porch spaces



COMMUNITY PLACES

- Proximity to Parks
- Variety of active recreation
- Access to healthcare centers
- Access to civic spaces
- Availability of services
- Lifelong learning centers
- Inclusive public spaces
- Spaces to gather



COMMUNITY CONNECTIONS

- Grid street layout
- Street connections
- Connection to surroundings
- Engaging and visible blocks
- Residential connectivity through sidewalks
- Pedestrian network
- Bike network
- Public transit – access and quality
- Micromobility Infrastructure
- Lighting
- Prevent accidents



COMMUNITY IDENTITY

- Art visibility from the street and publicly accessible
- Streets have an identifiable character
- Low impact infrastructure



COMMUNITY OPPORTUNITY

- Retail and commercial diversity
- Supporting programs for economic growth
- Local employment opportunities
- Professional businesses

02

COMMUNITY LIVING

The Diamond Square CRA is primarily low-density residential. The area is predominantly zoned for single-family homes (52%) and medium-density residential (45%). There is approximately 63 acres of vacant land within the CRA, equating to 19% of the land area. However, there is a need for greater housing diversity to meet the demand of various income levels.

The area's future land use plan envisions a more diverse housing mix, including medium density and some mixed-use, alongside significant commercial space (29%) to foster economic development and job opportunities. This shift could encourage higher-density, walkable, and connected neighborhoods, with potential for live-work units, duplexes, triplexes, and townhomes to reflect the needs of a modern urban population.

In terms of housing affordability, the median household income in the Diamond Square area is \$48,305, which is significantly lower than the countywide average of \$75,817, underscoring the need for affordable housing options. The CRA area has a high renter-occupancy rate of 56%, also starkly contrasting with that of the countywide average of 24.5%. Approximately 14% of existing homes within the CRA are vacant, which may indicate a possible opportunity for increasing homeownership efforts.



Some mobile homes lack accessible connections



Shared spaces such as this multifamily complex are opportunities for enhanced green spaces



There are a high number of vacant parcels within the residential areas



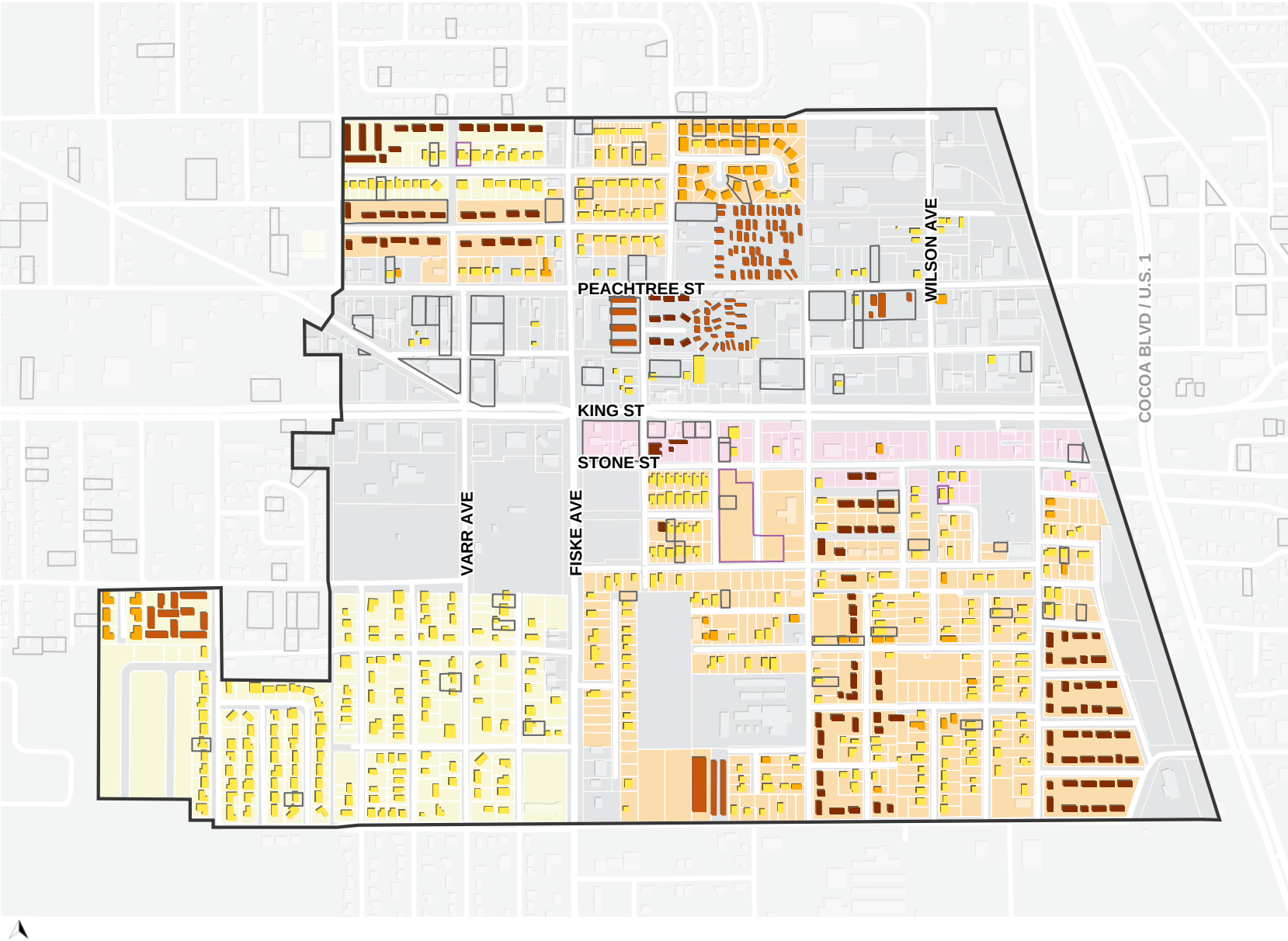
Some preserved homes reveal the eclectic residential character of this area

As redevelopment in the CRA occurs, it is important to encourage more varied, dense, and affordable housing types while still preserving the character and history of the neighborhood. In the near term, targeted projects to improve residential facades, landscaping on both private and public properties, along with housing assistance and initiatives for enhanced connectivity and economic development, will support the neighborhood’s revitalization.

COMMUNITY LIVING

LEGEND Scale 1: 8,000

	Subsidized Housing		Planning Petition
	High Density Dwelling		FLU - Low Density Residential
	Multiple Family Dwelling		FLU - Medium Density Residential
	Single Family Dwelling		FLU - Mixed-Use
	Vacant Parcel		



CRA PLAN

COMMUNITY PLACES

Public spaces and resources that support residents are key to creating a livable community. Mostly residential, everyday destinations play a critical role in shaping the daily lives of residents. While the neighborhood does have access to essential services like a grocery store, daycares, and green space they are limited in quality and options. Access to healthcare facilities is limited, with the nearest medical center being located well outside the CRA boundaries .

Community facilities, including the Emma Jewel Charter Academy, the Leon and Jewel Collins Museum of African American History and Culture benefit residents, however more is needed to meet the diversity and demand of the residents.

Additionally, although there are parks within walking distance for some residents, recreational spaces are largely absent from the northwest and southern parts of the CRA, highlighting a need for additional green spaces.

Opportunities to expand access to quality community resources—such as food access and essential services—will strengthen the overall quality of life in the CRA and foster a sense of pride and belonging among residents.



Gilmore Community park can benefit from updated play and increased program on site (example: address the user-experience of exposure to direct sunlight within the park).



Provost Park provides opportunities to gather for outdoor activities and sports.

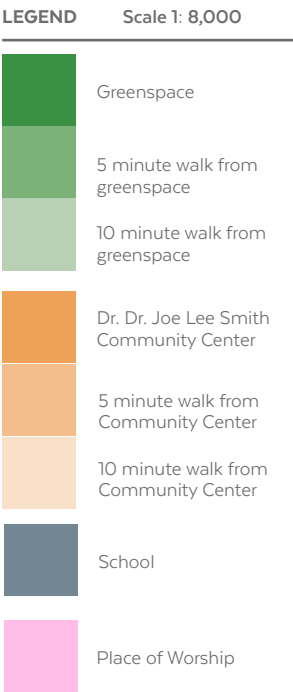


Dr. Joe Lee Smith Community Center provides the local resources and information for the neighborhood area.



The Thomas Cole green space adjacent to St. John Church of God in Christ could benefit the community by making it more legible as public open space with site furnishings.

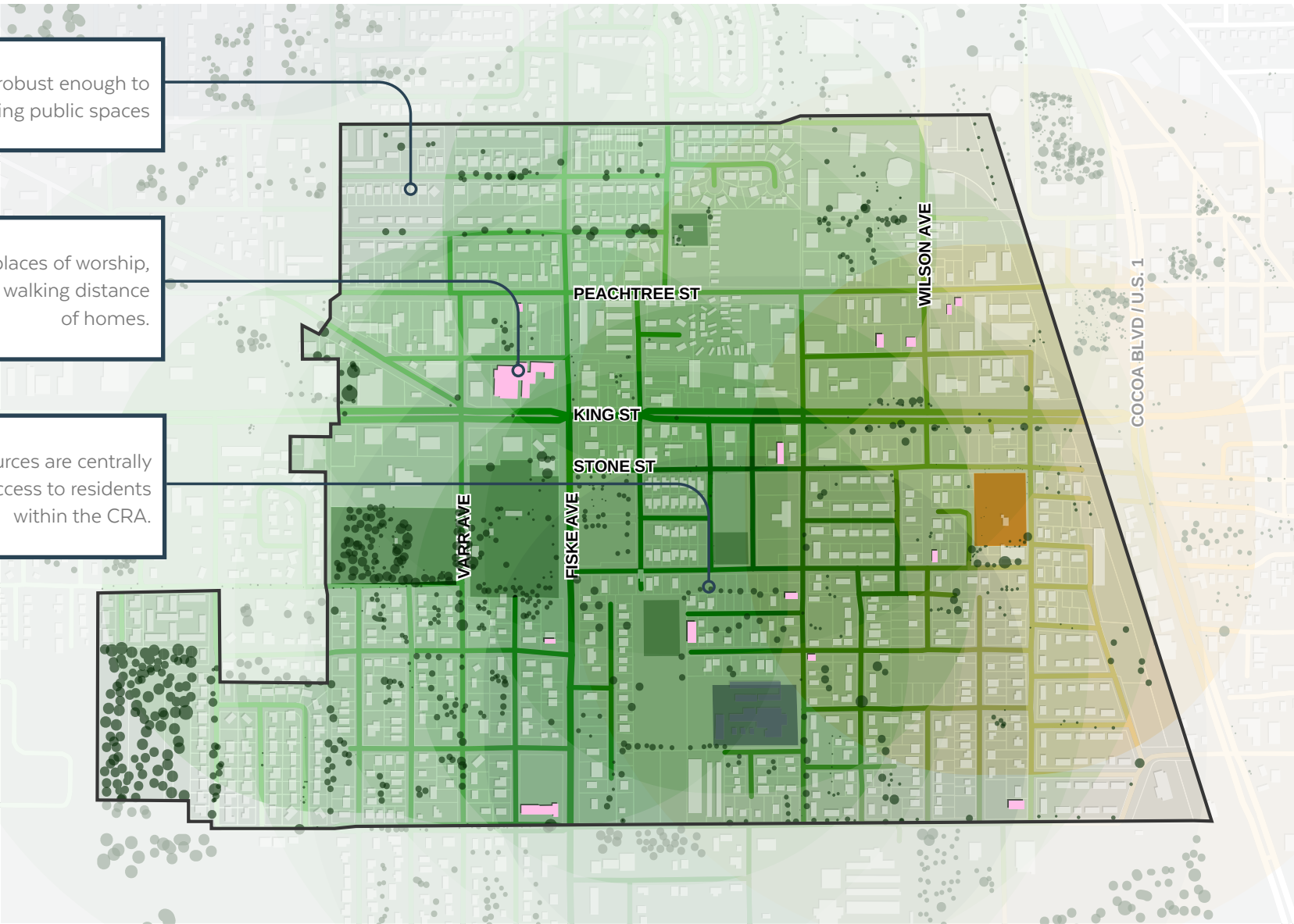
COMMUNITY PLACES



Tree canopy is not constant and robust enough to provide more shaded gathering public spaces

The CRA benefits from places of worship, especially within walking distance of homes.

Many of the community resources are centrally located, providing walkable access to residents within the CRA.



CRA PLAN

COMMUNITY CONNECTIONS

Transportation is foundational in shaping the livability of an area. While the neighborhood benefits from access to major roadways like Cocoa Boulevard, King Street, and Fiske Boulevard, the overall transportation infrastructure presents both opportunities and challenges. Most of the streets within the CRA are two-lane neighborhood roads, and many have poorly maintained sidewalks or no sidewalks at all. These gaps in pedestrian infrastructure make it difficult for residents, especially those without access to a car – particularly the elderly – to navigate the area safely and efficiently. While there are noticeable gaps in sidewalk infrastructure, the CRA does contain 19 bus stops served by the Space Coast Area Transit. Most of these are within a ¼-mile walking distance of residents.

The area is generally absent of bike lanes, including on major roadways like King Street, Peachtree Street, and Fiske Boulevard. This is a particular safety concern for cyclists with posted traffic speeds of up to 40 miles per hour. Given the economic characteristics of the community, cycling is more likely used for transportation rather than recreation. Presumably, many cyclists are also using these roadways during the dark of early morning and evening hours, further increasing safety risk.

As the neighborhood looks toward future redevelopment, improving transportation infrastructure for pedestrians, cyclists, and transit riders, should be a priority. Additionally, expanding public transportation options and improving the overall road network will ensure residents have reliable access to key destinations within the neighborhood and beyond.



Cycling is a commonly observed mode of transportation in the neighborhood, and streets need to be adaptable to provide safe bicycle connections



FDOT is planning pedestrian crossing improvements for Fiske Blvd to safely connect pedestrians to public open spaces



FDOT shared bike lanes on Peachtree Street enhance multi-modal accessibility across U.S. 1 to the Historic Cocoa Village



Bus stops are providing seating needs, with an opportunity to enhance stops with shelters

The grid street layout helps pedestrians and cyclists to navigate the neighborhood easier

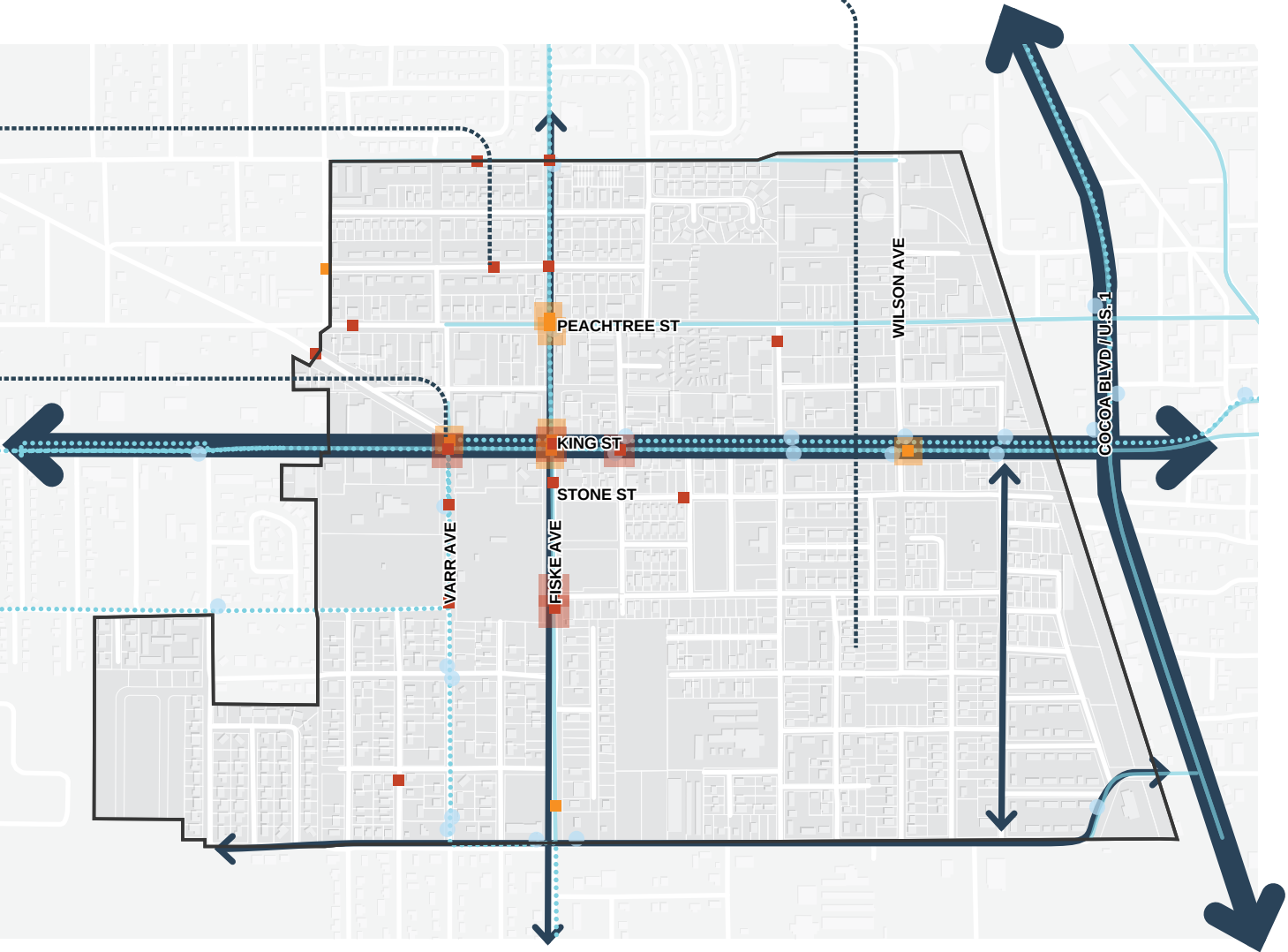
Pedestrian crashes still occur within smaller streets signifying a need to assess the safety and needs of pedestrians along these areas

According to FDOT collision data, pedestrian and bicyclist crashes are more common at the major intersections

CONNECTIVITY

LEGEND Scale 1: 8,000

	Primary
	Secondary
	Bus Routes
	Bus Stop
	Pedestrian Crashes
	Bicyclist Crashes



CRA PLAN

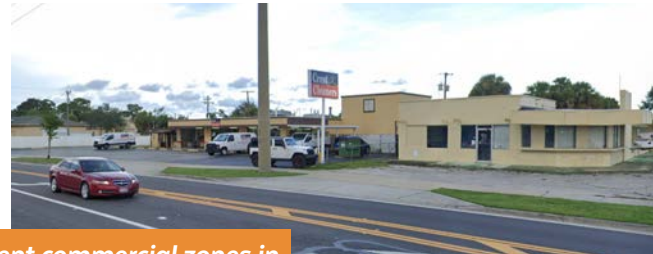
COMMUNITY OPPORTUNITIES

Economic development is essential to the long-term revitalization of the CRA. While the neighborhood is home to a mix of residential, limited commercial, and institutional uses, there is significant potential to enhance the local economy by expanding opportunities for residents and businesses. The CRA's proximity to key roadways including Cocoa Boulevard, King Street, and Fiske Boulevard create an opportunity for increasing commercial activity if aging commercial properties were revitalized or new commercial uses were built.

Accompanying this would include a range of commercial spaces and sizes, particularly along King Street (SR 520) which could support a variety of business types, including smaller spaces for local entrepreneurs to better serve the community. Expanding retail, service, and professional businesses could also provide local employment opportunities for residents, particularly in sectors like retail, healthcare, and services, where the area shows potential for growth.

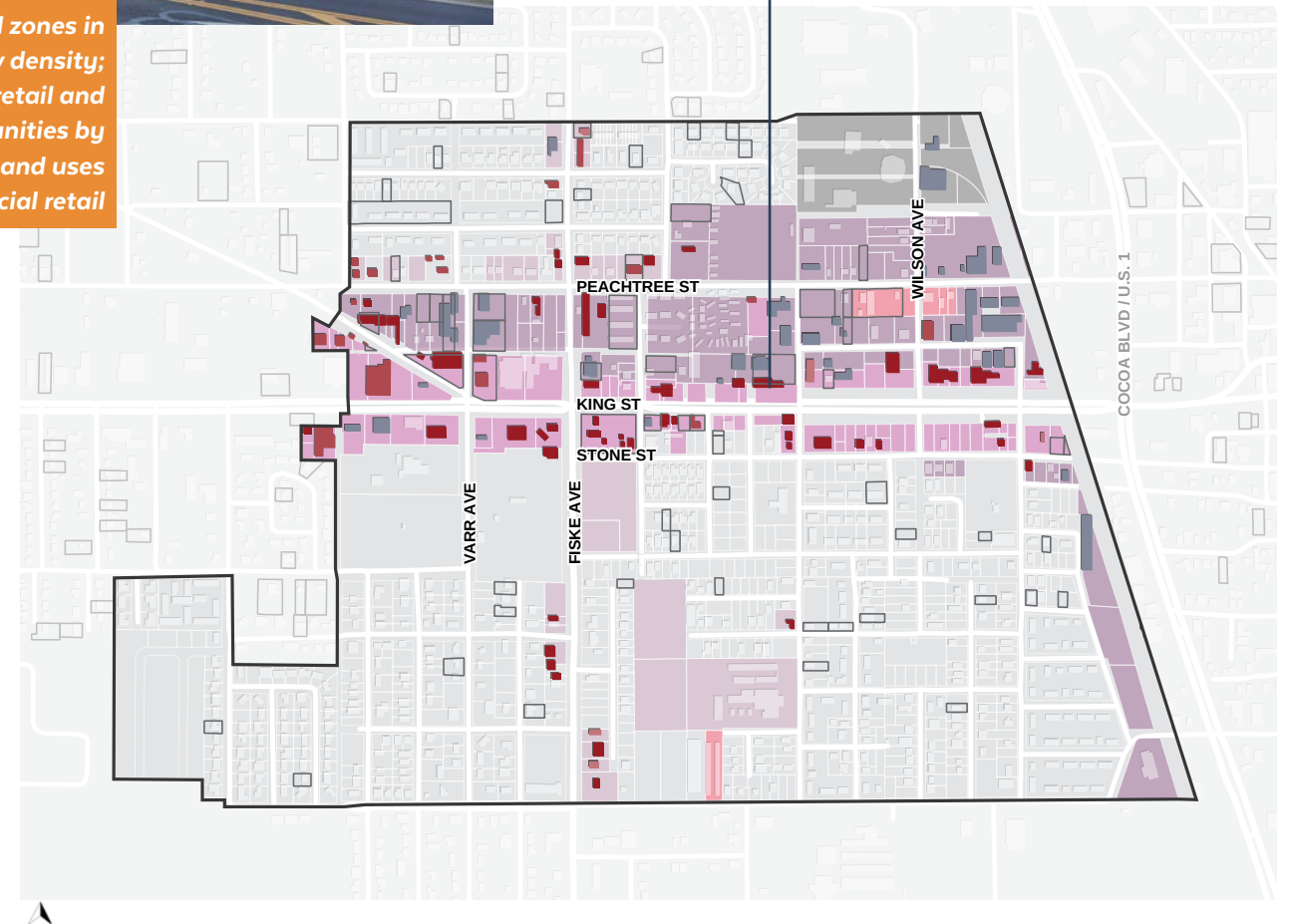
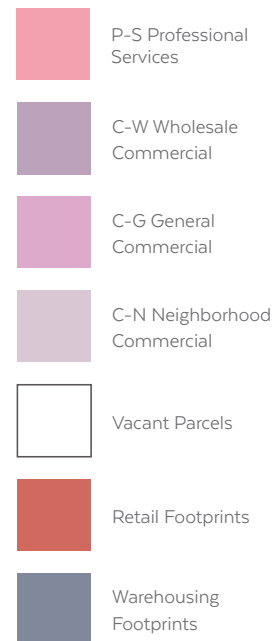
Furthermore, integrating mixed-use development could stimulate greater economic activity by pairing both business and resident growth. This would promote greater business vibrancy, expand the tax base and provide for stable and vital additional job opportunities.

Encouraging commercial and mixed-use development within CRA will require a holistic approach, balancing the needs of existing residents with opportunities for new businesses and residents. By doing this and strengthening local businesses, improving commercial infrastructure, and supporting workforce development, Diamond Square can become a more dynamic and economically sustainable neighborhood.



Current commercial zones in Diamond Square are low density; opportunity to expand retail and employment opportunities by increasing the density and uses with commercial retail

LEGEND Scale 1: 8,000



DIAMOND SQUARE

COMMUNITY IDENTITY

The CRA is a neighborhood steeped in cultural richness and historical significance, forming the heart of Cocoa’s African American heritage. The men and women that shaped the civil rights and activist culture in Cocoa’s history are honored and remembered in the Leon and Jewel Collins Museum of African American History and Culture at the Harry T. Moore Center.

Residents take great pride in their neighborhood, with a strong sense of belonging and connection to the area’s cultural heritage. This pride is reflected in the community’s ongoing preservation of its history and traditions, as well as in its resilience in the face of challenges. The area is home to numerous community resources, such as local parks, small businesses, and institutions that serve the diverse needs of the population. These resources, though valuable, would benefit from further investment and enhancement to better serve its residents.

Opportunities for improving community identity and pride could be enhanced with cohesive wayfinding, signage, and gateway features. The addition of these features, and things like historical markers or public art, particularly along prominent gateways to the CRA, would help reinforce the neighborhood’s identity.



The Leon and Jewel Collins Museum of African American History & Culture and the Harry T. Moore Center stand within what was the historic African-American Rosenwald Community School that provided education for children in the Diamond Square neighborhood. Housed within its walls are the lives and stories of Cocoa legends; Artists and educators of the community who stood tirelessly for the equal rights of black men, women and children.

Rosa Lee Jones, a lifelong educator and respected activist and journalist, helped to open Brevard County’s first NAACP chapter in 1934 and helped register Black Floridians to vote.



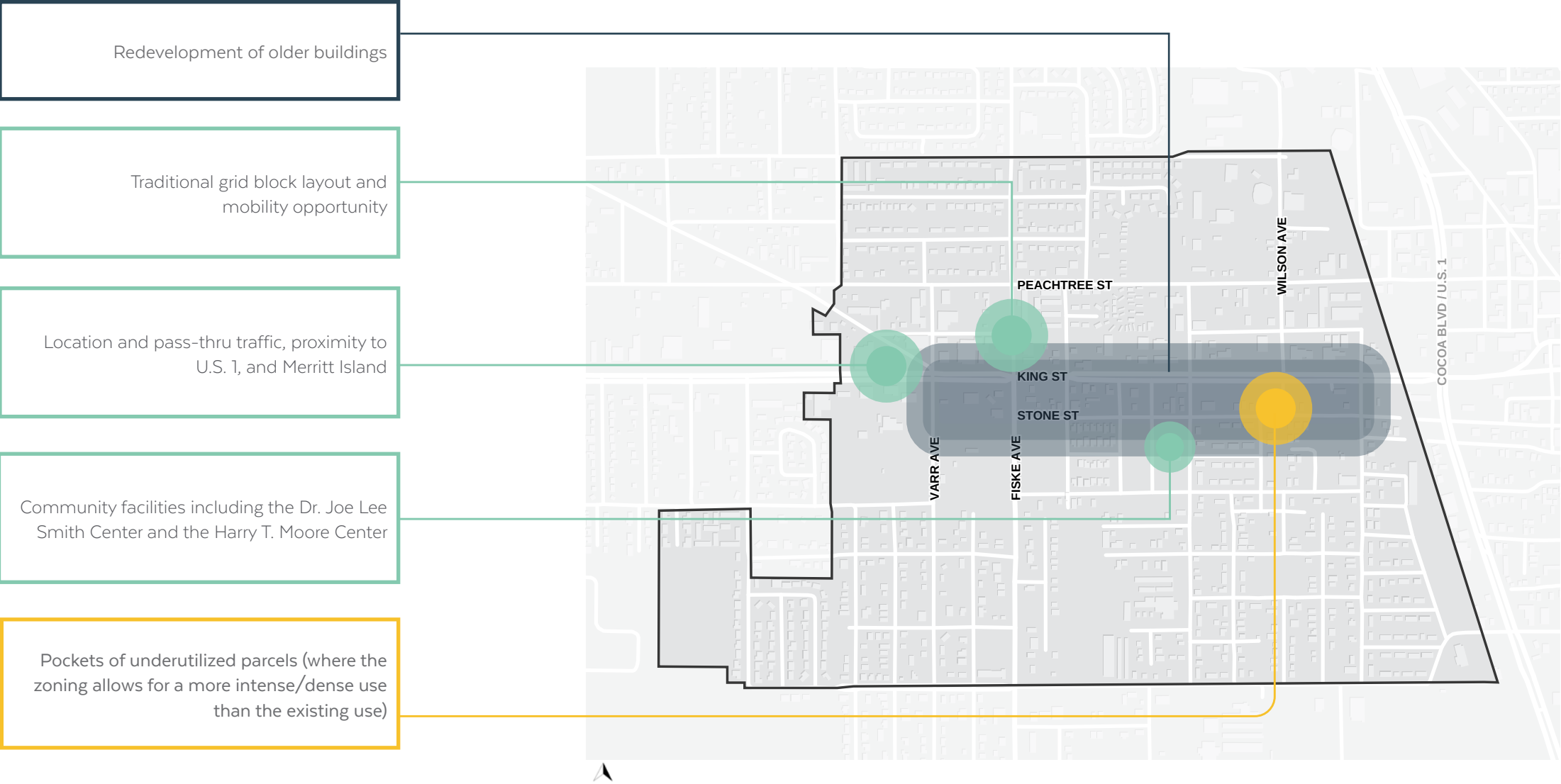
The Strengths, Weaknesses, Opportunities, and Threats (SWOT)

synthesize the key findings from each strategic category. We are able to understand what areas need attention, what’s working well and brings visitors and residents. This is also where some of the larger opportunities for improvement start to stand out, and the threats that endanger future improvements and existing strengths for Diamond Square are identified.



DIAMOND SQUARE

SWOT ANALYSIS MAP





DR. JOE LEE SMITH
COMMUNITY CENTER

STRATEGIES



DRAFT



03



DRAFT



The strategy for redevelopment incorporates goals for Diamond Square that align with city-wide initiatives, focusing on enhancing community **living, places, connections, identity,** and **opportunity.** This comprehensive approach aims to improve the quality and diversity of housing, ensuring that residents have access to a variety of living options that meet their needs. By creating vibrant public spaces, the plan seeks to foster a sense of community and belonging, encouraging social interactions and community events. Additionally, ensuring safe transportation is a priority, as it facilitates better connectivity within the area and beyond, making it easier for residents to access essential services and amenities.

Celebrating cultural identity is another crucial aspect of the strategy, as it aims to honor the unique heritage and traditions of the community, promoting inclusivity and pride among residents. By fostering economic growth, the redevelopment plan supports the development of local businesses and job opportunities, contributing to a thriving and sustainable economy. Overall, these efforts are designed to support a thriving, inclusive community, where everyone has the opportunity to prosper and feel connected to their surroundings.

CRA GOALS

COMMUNITY LIVING

Improve the quality, aesthetics, and availability of housing in Diamond Square. Support homeownership and diversity in housing types.

COMMUNITY PLACES

Enhance parks and public spaces to create safe, inclusive, vibrant gathering and recreational areas.

COMMUNITY CONNECTIONS

Enhance mobility through consistent and incremental improvements to non-vehicular transportation options to foster a culture of active mobility and ensure access to safe, efficient transportation for all residents.

COMMUNITY IDENTITY

Strengthen community identity and pride by celebrating the neighborhood’s history and culture, investing to create a safer, healthier environment, and integrating support services benefitting community members.

COMMUNITY OPPORTUNITY

Foster economic growth by developing vacant and underutilized properties, attracting diverse businesses and amenities, enhancing major corridors to become vibrant, mixed-use commercial districts, and providing job training and development opportunities for residents.

COMMUNITY LIVING

Improve the quality, aesthetics, and availability of housing in Diamond Square. Support homeownership and diversity in housing types.

- Expand and promote the Residential Paint and Beautification grants and programs using targeted marketing efforts for residential properties programs, particularly those located on major corridors such as King Street, Barbara Jenkins Dr, and Rosa L. Jones Drive.
- Increase awareness of housing assistance programs through community outreach and local partnerships (e.g., leveraging churches and community organizations).
- Expand homeownership assistance programs to provide pathways to homeownership for low- and moderate-income residents.
- Incentivize infill development and the redevelopment of vacant or underutilized parcels for multifamily housing throughout the CRA.
- Expand partnerships with affordable housing developers to increase the stock of affordable rental and owner-occupied housing.
- Facilitate where possible the development of missing middle housing (townhomes, duplexes, live-work units) to accommodate a range of household sizes and income levels.
- Increase the enforcement of Code Compliance for all properties, including residential.

COMMUNITY PLACES

Enhance parks and public spaces to create safe, inclusive, vibrant gathering and recreational areas

- Further enhance Provost Park and Gilmore Community Park with additional amenities, such as playgrounds, picnic areas, and sports facilities.
- Partner with local organizations and businesses to create regular community programming (e.g., farmers markets, outdoor movie nights, and music events).
- Apply CPTED principles to public spaces, focusing on improving lighting, visibility, and property maintenance.
- Plant more street trees and expand urban greenery to reduce the urban heat island effect and improve air quality.

COMMUNITY CONNECTIONS

Enhance mobility through consistent and incremental improvements to non-vehicular transportation options to foster a culture of active mobility and ensure access to safe, efficient transportation for all residents.

- Implement “Complete Streets” design features to improve walkability and safety by mending gaps in the sidewalk network, refreshing the landscaping and crosswalks, and installing decorative lighting and gateway features along major corridors including King Street, Barbara Jenkins Drive, Rosa L. Jones Drive, Fiske Boulevard, and Peachtree Street.
- Upgrade bus stop facilities with new shelters, benches, bike racks, and signage to improve comfort and access to public transportation.
- Work with the Space Coast Area Transit (SCAT) to improve bus service frequency and coverage within the CRA, especially for underserved areas.



COMMUNITY IDENTITY

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Enhancing shared living spaces and provide facade rehabilitation programs



Opportunity to highlight Diamond Square's identity through murals and art



Using native landscape to filter and improve stormwater runoff



Strengthening the local economy through mixed use

04

Community Living:

Improve the quality, aesthetics, and availability of housing in Diamond Square. Support homeownership and diversity in housing types.

Community Places:

Enhance parks and public spaces to create safe, inclusive, vibrant gathering and recreational areas

Community Connections:

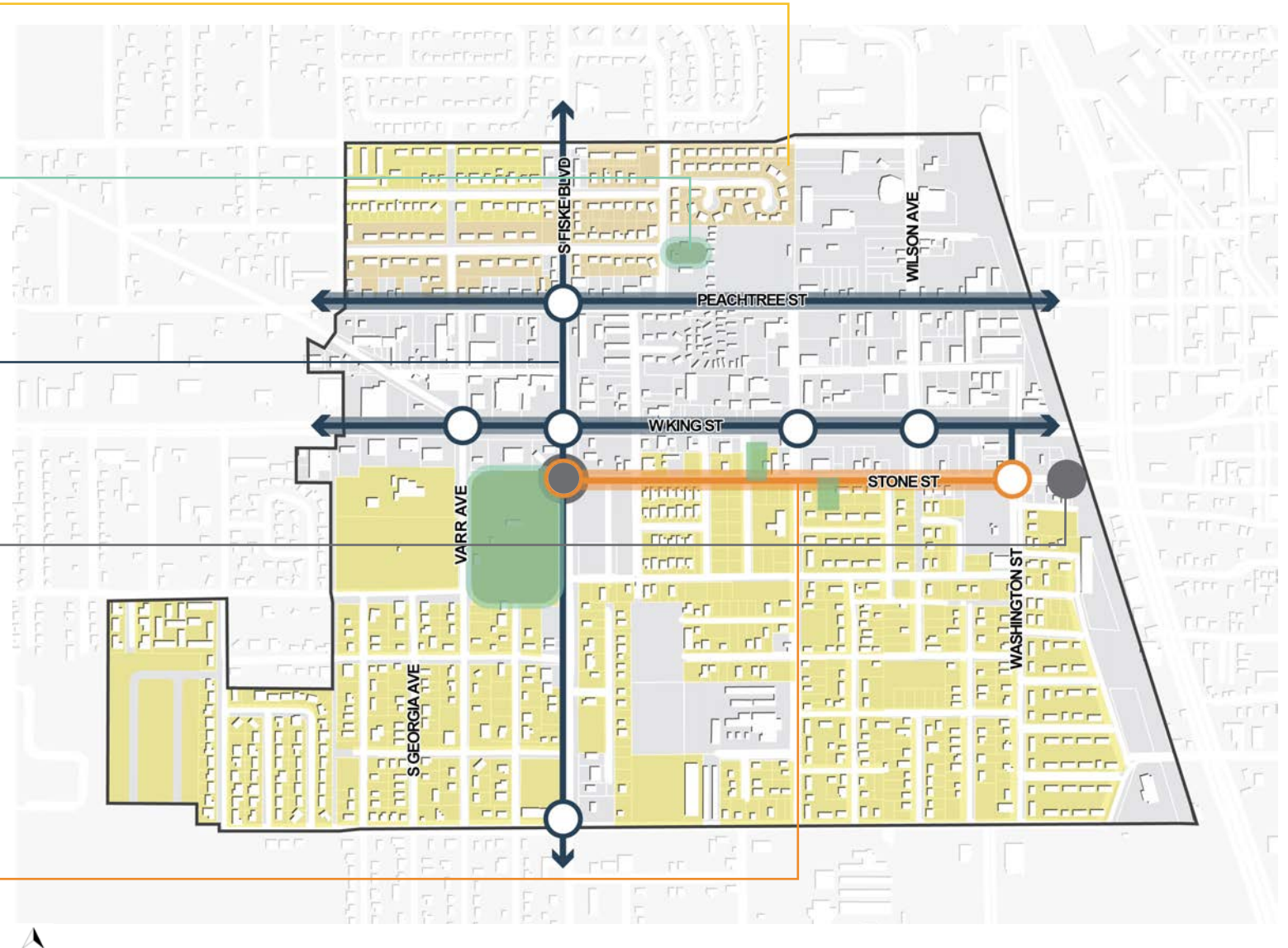
Enhance mobility through consistent and incremental improvements to non-vehicular transportation options to foster a culture of active mobility and ensure access to safe, efficient transportation for all residents.

Community Identity:

Strengthen community identity and pride by celebrating the neighborhood's history and culture, investing to create a safer, healthier environment, and integrating support services benefitting the community members.

Community Opportunity:

Foster economic growth by developing vacant and underutilized properties, attracting diverse businesses and amenities, enhancing major corridors to become vibrant, mixed-use commercial districts, and providing job training and development opportunities for residents.

OPPORTUNITIES MAP**DIAMOND SQUARE**

IMAGINE...

Diamond Square’s neighborhoods could be a common ground for residents, safe and comfortable to walk, with amenities such as community gardens or play spaces



Facilitate where possible the development of missing middle housing

Increase programming that engages all age groups in positive activities that foster a sense of belonging and connectedness

Using monuments and gateways as part of the neighborhood’s identity

Improving crosswalk connections

Prioritizing pedestrian-friendly streetscapes



COMMERCIAL SPACES



IMAGINE...

Stone Street could be the commercial corridor with live-work spaces; the “main street” of Diamond Square

IMAGINE...

Neighborhoods could connect residents to safe and active community spaces

Integrating public art, cultural signage, and historical markers, celebrating the neighborhood's rich history and cultural assets.

Planting more street trees and expand urban greenery to reduce the urban heat island effect and improve air quality.

Applying CPTED principles to public spaces, focusing on improving lighting, visibility, and property maintenance

Enhancing neighborhoods with additional amenities like playgrounds and picnic areas





IMPLEMENTATION





04





TAX INCREMENT FINANCING (TIF) PROJECTIONS

The following Tax Increment Financing (TIF) revenue projections show the anticipated TIF revenue for the CRA’s operational timeframe. The projections utilize the 1997 base year value (\$24,617,590), the 2024 taxable valuation (\$80,970,659), and the 2024 City (6.9532), County (3.0486), and County District IV (.64532) millage rates as a base. Taxable values are projected to increase at 3% per year. The TIF collection rate for City and County taxes is 95%. The cumulative TIF revenue projected to be collected through 2032 is \$6,079,289. *Per the Interlocal Agreement dated October 21, 2019, the County’s TIF contribution is capped at \$150,000 per fiscal year.

Diamond Square CRA 3% Growth

		Taxable Valuation	Estimated Increment Value	County Contribution @ 95%	County District IV Rec Contribution @ 95%	City Contribution @ 95%	Total TIF CRA
BASE	1997	\$24,617,590					
	2024	\$80,970,659	\$56,353,069	\$163,208	\$34,547	\$372,242	\$569,998
	2025	\$83,399,779	\$58,782,189	\$170,243	\$36,037	\$388,288	\$594,568
	2026	\$85,901,772	\$61,284,182	\$177,489	\$37,571	\$404,815	\$619,875
	2027	\$88,478,825	\$63,861,235	\$184,953	\$39,150	\$421,838	\$645,941
	2028	\$91,133,190	\$66,515,600	\$192,640	\$40,778	\$439,371	\$672,790
	2029	\$93,867,186	\$69,249,596	\$200,559	\$42,454	\$457,431	\$700,443
	2030	\$96,683,201	\$72,065,611	\$208,714	\$44,180	\$476,032	\$728,927
	2031	\$99,583,697	\$74,966,107	\$217,115	\$45,958	\$495,192	\$758,264
	2032	\$102,571,208	\$77,953,618	\$225,767	\$47,790	\$514,926	\$788,482
	County Millage						
County District IV Rec							
City Millage							
Total County Contribution (2024-2032)				\$1,740,689			
Total County District IV Rec Contribution (2024-2032)				\$368,465			
Total City Contribution (2024-2032)				\$3,970,136			
Total TIF Estimated (2024-2032)				\$6,079,289			

CRA BUDGET WORKSHEET

The following proposed CRA Budget worksheet presents an outline of the potential projects and associated costs identified during the Community Redevelopment Plan update, the current and proposed redevelopment programming, and the estimated administrative and operational costs for the CRA. The capital projects and programming address the Strategic Goals and encourage private sector investment. The proposed CRA Budget worksheet provides a snapshot of the CRA’s anticipated expenditures and revenues through the remainder of the the CRA’s operational timeframe. The expenditures component of the Cocoa CRA’s 5-Year Budget is based on the adopted FY 24/25 CRA Operational Budget. Future years of the budget anticipate a 4% annual increase in operational expenses, coupled with proposed capital improvements projects and programming costs. The revenue component of the CRA Budget is based on the actual TIF collected and the TIF cash balance of FY 24/25. The worksheet projects an annual increase of 3% for future years’ TIF revenue. The proposed 5-Year CRA Budget worksheet may be used to prioritize projects, identify alternate sources of revenue, and assist with the CRA’s development of Annual Work Plans and Budgets.

DIAMOND SQUARE BUDGET WORKSHEET	2024/2025	2025/2026	2026/2027	2027/2028	2028/2029	2029/2030	2030/2031	2031/2032
CAPITAL PROJECTS	\$ 60,000	\$ -	\$ 25,000	\$ 20,000	\$ 25,000	\$ 25,000	\$ 30,000	\$ 20,000
Bus Stop Concrete Pad	\$ 60,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Placemaking and Activation of Public Spaces	\$ -	\$ -	\$ -	\$ 20,000	\$ -	\$ -	\$ 30,000	\$ 20,000
Pedestrian Connectivity and Safety Improvements	\$ -	\$ -	\$ -	\$ -	\$ 25,000	\$ 25,000	\$ -	\$ -
Wayfinding/ Signage (Gateway, Wayfinding and Cultural)	\$ -	\$ -	\$ 25,000	\$ -	\$ -	\$ -	\$ -	\$ -
ADMINISTRATION	\$ 383,977	\$ 399,336	\$ 415,310	\$ 431,922	\$ 449,199	\$ 467,167	\$ 485,853	\$ 505,288
Personnel Services	\$ 31,215	\$ 32,464	\$ 33,762	\$ 35,113	\$ 36,517	\$ 37,978	\$ 39,497	\$ 41,077
Operating	\$ 352,762	\$ 366,872	\$ 381,547	\$ 396,809	\$ 412,682	\$ 429,189	\$ 446,356	\$ 464,211
PROGRAMMING	\$ 126,000	\$ 166,000	\$ 186,000	\$ 196,000	\$ 201,000	\$ 206,000	\$ 211,000	\$ 211,000
Commercial Façade Improvement Program	\$ 10,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000
Residential Paint Grants	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Residential Beautification Grants	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000
Brevard Co. Parks & Rec Summer Camp Scholarship	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000
Homebuyer Assistance Program	\$ 80,000	\$ 80,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000
Cocoa UpStart Program	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Neighborhood Stabilization and Empowerment	\$ -	\$ -	\$ -	\$ 10,000	\$ 15,000	\$ 20,000	\$ 25,000	\$ 25,000
EXPENDITURES GRAND TOTAL	\$ 569,977	\$ 565,336	\$ 626,310	\$ 647,922	\$ 675,199	\$ 698,167	\$ 726,853	\$ 736,288
CONTINGENCY	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
REVENUE	\$ 569,977	\$ 594,568	\$ 631,107	\$ 650,738	\$ 675,606	\$ 700,851	\$ 731,611	\$ 763,022
TIF Revenue	\$ 569,977	\$ 594,568	\$ 601,875	\$ 645,941	\$ 672,790	\$ 700,443	\$ 728,927	\$ 758,264
Miscellaneous Revenues	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Prior Year Carry Forward	\$ -		\$ 29,232	\$ 4,797	\$ 2,816	\$ 408	\$ 2,684	\$ 4,758



IMPLEMENTATION

The Diamond Square CRA plan update is a crucial initiative aimed at revitalizing the area, but it faces challenges due to limited time and funding. With these constraints, the CRA must focus on identifying strategic partners to assist with the implementation. By collaborating with local and regional economic development partners, the CRA can offer various programs and resources, such as small business assistance and workforce development, to support the community effectively.

INTERNAL

Internal to the City organization, the CRA should seek staffing partners who can assist with the identified operational timeframe projects and programs. These partners could include the Public Works, Police, Fire, Planning and Utilities Departments for identified capital projects and the Community Services and Communications and Economic Development departments for identified programmatic projects.

EXTERNAL

By collaborating with external local and regional partners, the CRA can collaborate on capital projects and offer various programs and resources, such as small business assistance and workforce development, to support the community in an effective manner. These external partners could include FDOT, Brevard County Parks and Recreation, Brevard County and Space Coast Area Transit (SCAT) for pedestrian oriented capital and safety projects and for programmatic efforts could seek out opportunities with the Harry T. & Harriette V. Moore Cultural Complex, Inc., CareerSource Brevard, the Space Coast Economic Development Commission of Brevard County,

local Brevard County Chambers of Commerce, the Small Business Development Center (SBDC) at Eastern Florida State College, and the Florida Tech Bisk College of Business.

Given the limited funding, the best use of resources is to facilitate these partnerships and establish a robust ecosystem of community resources. This approach will ensure that the CRA can leverage the strengths of different organizations and maximize the impact of its initiatives. By focusing on building these relationships, the CRA can enhance the support network available to residents and businesses in Diamond Square.

Additionally, the CRA can play a pivotal role in shaping the brand and vision for Diamond Square. By doing so, it ensures that new developments align with community desires and contribute positively to the area’s growth. This alignment is crucial for maintaining the community’s character and ensuring that development projects benefit existing residents.

The plan update itself is a prudent measure that helps align developers and investors with community aspirations. By setting clear guidelines and expectations, the CRA can attract investments that are in harmony with the community’s goals. This alignment not only fosters sustainable growth but also builds trust between the community, developers, and investors, ensuring long-term success for Diamond Square.



CRA Capital Projects	Public Works	Police/Fire	Utilities	FDOT/County Transportation	Brevard County Parks and Recreation	Space Coast Area Transit (SCAT)	Planning	Harry T. Moore Cultural Complex
Bus Stop Concrete Pad	X					X		
Placemaking and Activation of Public Spaces	X				X		X	
Pedestrian Connectivity and Safety Improvements	X	X		X			X	
Wayfinding/ Signage (Gateway, Wayfinding and Cultural)	X				X		X	X

CRA Programs	Career Source Brevard	Harry T. Moore Cultural Complex	Space Coast Economic Development Commission of Brevard County	Local Chambers of Commerce	Brevard County Parks and Recreation	Small Business Development Center (SBDC)	City of Cocoa Economic Development and Community Services Departments
Commercial Facade Improvement Grants							X
Residential Paint Grants							X
Residential Beautification Grants							X
Brevard County Parks and Rec Summer Camp Scholarships					X		X
Homebuyer Assistance Program							X
Cocoa UpStart Program	X			X		X	X
Neighborhood Stabilization and Empowerment	X	X	X	X	X	X	X



APPENDIX

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GOVERNANCE AND COMPLIANCE

COMPLETENESS OF THE PLAN

The Cocoa CRA Plan (Plan) is sufficiently complete and provides necessary elements controls as required by Chapter 163, Part III, of the Florida Statutes.

CONSISTENCY WITH THE COMPREHENSIVE PLAN

The Diamond Square CRA Plan conforms to the City of Cocoa Comprehensive Plan 2020-2030.

COMMUNITY REDEVELOPMENT PLAN APPROVAL PROCESS

In accordance with F.S. 163.360, the Diamond Square CRA shall submit its updated Plan to the City’s Planning and Zoning Board (PZB) for review and recommendations as to its conformity with the Comprehensive Plan. The PZB shall submit its written recommendations with respect to conformity of the proposed Plan to the CRA within 60 days after receipt of the Plan for review. Upon receipt of the recommendations, the CRA may proceed with its consideration of the proposed Plan. The CRA shall submit its Plan with its written recommendations to the governing body (City Council) and to each taxing authority that levies ad valorem taxes on taxable real property contained within the geographic boundaries of the Diamond Square CRA. The City Council shall hold a public hearing on the Plan after public notice thereof by publication in a newspaper having a general circulation in the area of operation of the county or municipality. The notice shall describe the time, date, place, and purpose of the hearing, identify generally the CRA covered by the Plan, and outline the general scope of the Plan update under consideration.

Following such a hearing, the City Council may approve the Plan if it finds that:

1. A feasible method exists for the location of families who will be displaced from the CRA in decent, safe, and sanitary dwelling accommodations within their means and without undue hardship to such families;
2. The Plan conforms to the general plan of the county or municipality as a whole;
3. The Plan gives due consideration to the utilization of community policing innovations, and to the provision of adequate park and recreational areas and facilities that may be desirable for neighborhood improvement, with special consideration for the health, safety, and welfare of children residing in the general vicinity of the site covered by the plans;
4. The Plan will afford maximum opportunity, consistent with the sound needs of the county or municipality as a whole, for the rehabilitation or redevelopment of the CRA by private enterprise; and;
5. The Plan and resulting revitalization and redevelopment for a coastal tourist area that is deteriorating and economically distressed will reduce or maintain evacuation time, as appropriate, and ensure protection for property against exposure to natural disasters.

Upon the approval by the City Council, the Plan shall be considered in full force and effect for the CRA and the City may then cause the CRA to carry out the implementation of the Plan.

AMENDMENT OF THE PLAN.

The Plan may be modified, changed, or amended in the future consistent with Florida law.

SEVERABILITY

Should any provision, section, subsection, sentence, clause, or phrase of the Plan be declared by the courts to be invalid or unconstitutional, such declaration shall not affect validity of the remaining portion or portions of the 2024 Diamond Square Community Redevelopment Plan.

COMPLIANCE

The Diamond Square CRA is committed to maintaining cost-effective operations in alignment with the Florida Statutes. The primary goal is to effectively utilize tax increment financing (TIF) revenues and other sources to fund capital improvements and activities as outlined in the Plan.

The CRA will continue to use TIF revenue generated within the district as a primary funding source for both administrative costs and the execution of capital projects and redevelopment programs.

Regular updates on projects and programming within the CRA are provided to the CRA Board during scheduled meetings to ensure transparency and for enabling the board’s informed decision-making.

In adherence to Special District requirements as required by the Florida Statutes, the CRA will maintain an up-to-date digital map of the area, made accessible to the public via the CRA’s webpage.

The CRA’s operations shall undergo an annual review through the Annual Report (see below for report details) and Audit to ensure accountability and provide insights into the CRA’s performance and financial health (to be posted to the CRA website by March 31st each year). The Annual Budget and Report shall also be published on the CRA website.

Information regarding the CRA Board and the Agency’s meeting schedule must be available on the webpage.

The CRA’s operations are structured around a framework of actions and strategies that prioritize cost-effectiveness, transparency, and community engagement.

Projects, improvements or goals not specifically described or amended remain valid as depicted in the Redevelopment Plan.

ANNUAL REPORTING & PERFORMANCE METRICS

CRA’s must file an annual report with the Department of Economic Opportunity and the county or municipality that created the agency and must publish the report on the agency’s website annually by March 31st.

Effective from 2020, annual reports must detail specific data and activities through December 31st of the reporting year.

- Total number of projects started and completed and the estimated cost for each project.
- Total expenditures from the redevelopment trust fund.
- Original assessed real property values within the community redevelopment agency’s are of authority as of the day the agency was created.
- Total assessed real property values of property within the boundaries of the community redevelopment agency as of January 1 or the reporting year.
- Total amount expended for affordable housing for low-income and middle-income residents.
- Summary indicating to what extent, if any, the community redevelopment agency has achieved the goals set out in its community redevelopment plan.

Effective December 1, 2025, annual reports must also include the following performance metrics:

- Increase in taxable value of properties participating in CRA programs.

- The increase in taxable value of those properties that have participated in CRA programs compared to the amount of funds contributed to those properties.
- The number of (and amount provided to) businesses that have received grants and/or loans, and the number of those businesses that were able to open and stay in business for a set period, or to expand their businesses.
- Number (dollar) of projects completed on time or on budget.
- Reduced vacancy rates in commercial and industrial properties.

ANNUAL AUDIT

The most recent complete audit report of the redevelopment trust fund for the prior year shall also be posted to the CRA website by March 31st of each year, or within 45 days after completion of it.



NEIGHBORHOOD IMPACT ELEMENT

Florida statutes require a neighborhood impact element if the redevelopment area contains low moderate-income housing. Considerations to be included in the element, where relevant, may include things such as relocation, traffic circulation, environmental quality, availability of community facilities and services, effect on school population, and other factors affecting the physical and social quality of the neighborhood. The following neighborhood impact element describes the various potential impacts of the redevelopment upon residents of the redevelopment area and the surrounding area. While specific impacts cannot be determined until concrete redevelopment proposals are submitted for review, this section attempts to quantify the range of impacts that could be expected in the areas of housing relocation, traffic circulation, environmental quality, the availability of community facilities, and the effect upon the school population.

HOUSING RELOCATION

The implementation of the Diamond Square Community Redevelopment Plan does not anticipate the displacement or potential relocation of residents living within the Community Redevelopment Area boundaries. However, if as a result of implementation of projects contained in this Diamond Square Community Redevelopment Plan relocation of persons becomes necessary on either a temporary or permanent basis, the Diamond Square Community Redevelopment Agency will be responsible for the timely provision of replacement housing for those affected persons.

TRAFFIC CIRCULATION

The implementation of the Diamond Square Community Redevelopment Plan does not propose to change or modify any of the existing traffic patterns within the Community Redevelopment

Area. The implementation of the Diamond Square Community Redevelopment Plan does propose Complete Street improvements to existing roadways and corridors to improve public safety, accessibility and to safely accommodate additional modes of transportation (bicycle and pedestrian modes).

ENVIRONMENTAL QUALITY

The implementation of the Diamond Square Community Redevelopment Plan proposed infrastructure improvements will seek to improve the environmental quality of the Community Redevelopment Area. Specific infrastructure improvements that will have a positive effect upon the environmental quality of the Diamond Square Community Redevelopment Area include stormwater system improvements (reduce flooding and water-borne diseases) and roadway improvements to encourage non-automobile modes of transportation (reduce traffic levels, reduce automobile emissions, and improve air quality). The implementation of Diamond Square Community Redevelopment Plan also seeks to increase the amount and availability of green spaces and open spaces within the Diamond Square Community Redevelopment Area, effectively improving the quality of the environment by adding green spaces and open spaces.

AVAILABILITY OF COMMUNITY FACILITIES

The implementation of the Diamond Square Community Redevelopment Plan seeks to consolidate the provision of public services at community facilities within the Community Redevelopment Area through the revitalization of the Diamond Square neighborhood. The area is mainly single-family residential, with several public community facilities including, but not limited to the Dr. Joe Lee Smith Community Center, Gilmore Community Park, Provost Park, and Harry T. Moore Center. The implementation of the

Diamond Square Community Redevelopment Plan will increase the accessibility and enhance the facilities of public spaces within the Community Redevelopment Area.

EFFECT ON SCHOOL POPULATION

The implementation of the Diamond Square Community Redevelopment Plan proposes the potential increase in residential densities in appropriate areas and the commensurate population increase within the Community Redevelopment Area. Currently the effects on school population within the City of Cocoa and the Diamond Square Community Redevelopment Area associated with development and population growth are accommodated on a case-by-case basis through the Future Land Use Element and Public School Facilities Element in the City’s Comprehensive Plan. Additionally, the City coordinates with the Brevard County School Board and Brevard County Government through joint-planning agreements and public school Interlocal Agreements to ensure adequate provision of public school facilities within the Diamond Square Community Redevelopment Area and throughout the City. Through the use of these administrative mechanisms, future development or redevelopment within the Diamond Square Community Redevelopment Area must demonstrate accommodation of school facility level of service standards before development or redevelopment may occur.

STATUTORY CRITERIA

CONSISTENCY WITH THE COMPREHENSIVE PLAN

F.S. 163.362 requires certain contents in a Community Redevelopment Plan. The Diamond Square Community Redevelopment Plan update (2024) satisfies the Florida Statute requirements for the contents of a community redevelopment plan. The following pages list the Florida Statute requirements (BOLD) and outline the items within the Diamond Square Community Redevelopment Plan that specifically addresses these requirements.

1. **Contain a legal description of the boundaries of the community redevelopment area and the reasons for establishing such boundaries shown in the plan.**

The boundaries of the Diamond Square Community Redevelopment Area are shown on page 2. A legal description of the Diamond Square Community Redevelopment Area is attached in the Appendix.

2. **Show by diagram and in general terms:**

a. *The approximate amount of open space to be provided and the street layout.*

The approximate amount of open space is 20.13 acres and the street layout are indicated throughout the Plan in narrative and illustrative format where appropriate.

b. *Limitations on the type, size, height, number, and proposed use of buildings.*

The limitations on type, size, height, number, and proposed use of buildings are regulated by the City of Cocoa Comprehensive Plan and Land Development Code.

c. *The approximate number of dwelling units.*

There are approximately 1,199 dwelling units within the Diamond Square Community Redevelopment Area. (page. 15)

d. *Such property as is intended for use as public parks, recreation areas, streets, public utilities, and public improvements*

of any nature.

Public parks, recreation areas, streets, public utilities, and other proposed improvements are indicated throughout the Plan in narrative and illustrative format where appropriate.

3. **If the redevelopment area contains low or moderate income housing, contain a neighborhood impact element which describes in detail the impact of the redevelopment upon the residents of the redevelopment area and the surrounding areas in terms of relocation, traffic circulation, environmental quality, availability of community facilities and services, effect on school population, and other matters affecting the physical and social quality of the neighborhood.**

No negative impact on low or moderate income housing is anticipated as a result of this Plan. The Neighborhood Impact Element is included in the Appendix (page. 43)

4. **Identify specifically any publicly funded capital projects to be undertaken within the community redevelopment area.**

Publicly funded capital projects proposed within the Diamond Square Community Redevelopment Area are identified within the Proposed Capital Projects list (page 39).

5. **Contain adequate safeguards that the work of redevelopment will be carried out pursuant to the plan.**

The Diamond Square Community Redevelopment Agency will carry out the work of this Community Redevelopment Plan. The redevelopment process has been established and is consistent with Chapter 163, Part III., Community Redevelopment of the Florida Statutes. It is the intent of the City of Cocoa to continue to operate in accordance with the Florida Statute requirements and to comply with those requirements as established in Chapter 163, Part III., of the Florida Statutes as amended.

6. **Provide for the retention of controls and the establishment of**

any restrictions or covenants running with land sold or leased for private use for such periods of time and under such conditions as the governing body deems necessary to effectuate the purposes of this part.

This provision of the Diamond Square Community Redevelopment Plan will be satisfied on a case-by-case basis as each project is carried out through final documentation and approval by the Governing Board of the Diamond Square Community Redevelopment Agency. Control of land, covenants, and any restrictions on land sold or leased by the Diamond Square Community Redevelopment Agency shall be in accordance with Chapter 163, Part III., Community Redevelopment of the Florida Statutes, and applicable City of Cocoa Code of Ordinance and Land Development Code requirements.

7. **Provide assurances that there will be replacement housing for the relocation of persons temporarily or permanently displaced from housing facilities within the community redevelopment area.**

The implementation of the Diamond Square Community Redevelopment Plan does not anticipate the displacement or potential relocation of residents living within the Community Redevelopment Area boundaries. However, if as a result of implementation of projects contained in this Diamond Square Community Redevelopment Plan, relocation of persons becomes necessary on either a temporary or permanent basis, the Diamond Square Community Redevelopment Agency will be responsible for the timely provision of replacement housing for those affected persons.

8. **Provide an element of residential use in the redevelopment area if such use exists in the area prior to the adoption of the plan or if the plan is intended to remedy a shortage of housing affordable to residents of low or moderate income, including the elderly, or**



if the plan is not intended to remedy such shortage, the reasons therefor.

The Diamond Square Community Redevelopment Plan is not intended to remedy a shortage of housing for residents of low or moderate income. The residential uses will generally exist in their current locations and will be minimally impacted by the proposed improvements. The Diamond Square Community Redevelopment Plan does encourage the development of additional housing stock that may provide additional residential options for residents of low to moderate incomes.

9. **Contain a detailed statement of the projected costs of the redevelopment, including the amount to be expended on publicly funded capital projects in the community redevelopment area and any indebtedness of the community redevelopment agency, the county, or the municipality proposed to be incurred for such redevelopment if such indebtedness is to be repaid with increment revenues.**

A detailed statement of project costs is presented within the Proposed 5-Year Annual Budget (page 37). Detailed project costs for each project, program, and activity will be specified each year in the Diamond Square Community Redevelopment Agency’s annual budget and work program. Funding for projects may include some form of indebtedness by the Community Redevelopment Agency and/or the City of Cocoa.

10. **Provide a time certain for completing all redevelopment financed by increment revenues. Such time certain shall occur no later than 30 years after the fiscal year in which the plan is approved, adopted, or amended pursuant to s. 163.361(1). However, for any agency created after July 1, 2002, the time certain for completing all redevelopment financed by increment revenues must occur within 40 years after the fiscal year in which the plan is approved or adopted.**

The Diamond Square Community Redevelopment Agency was

created in 2002 and its operational time frame expires in 2054. The 2024 Diamond Square Community Redevelopment Plan update will extend the operational timeframe of the Diamond Square Community Redevelopment Agency through 2054 in accordance with current Florida Statue requirements.





APPENDIX

(Supplemental Materials)

Diamond Square Community Redevelopment Area

Legal Description

RESOLUTION NO. 98-19

A RESOLUTION OF THE CITY OF COCOA, BREVARD COUNTY, FLORIDA; MAKING FINDINGS; FINDING THAT A BLIGHTED AREA AND A SLUM AREA EXISTS WITHIN A SPECIFIC BOUNDARY GENERALLY FOLLOWING THE BOUNDARIES OF CENSUS TRACT 626 IN THE SOUTHWESTERN PORTION OF THE CITY; DECLARING THAT ONE OR MORE SLUM OR BLIGHTED AREAS AND ONE OR MORE AREAS IN WHICH THERE IS A SHORTAGE OF HOUSING AFFORDABLE TO RESIDENTS OF LOW OR MODERATE INCOME, INCLUDING THE ELDERLY EXISTS; DECLARING THAT THE REHABILITATION, CONSERVATION AND REDEVELOPMENT OF SUCH SLUM AND BLIGHTED AREAS, INCLUDING THE DEVELOPMENT OF AFFORDABLE HOUSING FOR LOW AND MODERATE INCOME RESIDENTS, INCLUDING THE ELDERLY, IS NECESSARY IN THE INTEREST OF PROMOTING THE PUBLIC HEALTH, SAFETY, MORALS, AND WELFARE OF THE RESIDENTS OF COCOA; DETERMINING THAT THERE IS A NEED FOR THE CREATION OF A COMMUNITY REDEVELOPMENT AGENCY TO CARRY OUT THE REDEVELOPMENT PURPOSES OF CHAPTER 163, PART III, FLORIDA STATUTES, WITHIN THE SLUM AND BLIGHTED AREA; NAMING THE AGENCY FOR SAID DISTRICT, THE CENSUS TRACT 626 COMMUNITY REDEVELOPMENT AGENCY; DECLARING THE BOARD OF COMMISSIONERS OF SAID COMMUNITY REDEVELOPMENT DISTRICT SHALL CONSIST OF CITIZENS APPOINTED PURSUANT TO SECTION 163.356, FLORIDA STATUTES; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, pursuant to Section 163.410, Florida Statutes, on August 19, 1997, the Board of County Commissioners of Brevard County, Florida, adopted Brevard County Resolution No. 97-161, delegating authority to the City Council of the City of Cocoa to create and operate a Chapter 163, Florida Statutes, Community

1 Redevelopment Agency generally known as Census Tract 626 and
2 within the area described on Exhibit "A," a copy of which is
3 attached hereto and by this reference incorporated herein; and

4 WHEREAS, within the area described in the attached Exhibit
5 "A," the Community Redevelopment Agency shall be known as the
6 Census Tract 626 Community Redevelopment Agency; and

7 WHEREAS, pursuant to Section 163.340(7), Florida Statutes, a
8 "slum area" is defined as follows:

9 "Slum area" means an area in which there is a
10 predominance of buildings or improvements,
11 whether residential or nonresidential, which
12 by reason of dilapidation, deterioration,
13 age, or obsolescence; inadequate provision
14 for ventilation, light, air, sanitation, or
15 open spaces; high density of population and
16 overcrowding; the existence of conditions
17 which endanger life or property by fire or
18 other causes; or any combination of such
19 factors is conducive to ill health,
20 transmission of disease, infant mortality,
21 juvenile delinquency, or crime and is
22 detrimental to the public health, safety, or
23 welfare;

24 WHEREAS, pursuant to Section 163.340(8), Florida Statutes, a
25 "blighted area" is defined as follows:

26 "Blighted area" means either:

27
28 (a) An area in which there are a
29 substantial number of slum, deteriorated, or
30 deteriorating structures and conditions which
31 endanger life or property by fire or other
32 causes or one or more of the following

1 factors which substantially impairs or
2 arrests the sound growth of the county or
3 municipality and is a menace to the public
4 health, safety, morals, or welfare in its
5 present condition and use:

6
7 1. Predominance of defective or
8 inadequate street layout;

9
10 2. Faulty lot layout in relation
11 to size, adequacy, accessibility, or
12 usefulness;

13
14 3. Unsanitary or unsafe
15 conditions;

16
17 4. Deterioration of site or other
18 improvements;

19
20 5. Tax or special assessment
21 delinquency exceeding the fair market value
22 of the land; and

23
24 6. Diversity of ownership or
25 defective or unusual conditions of title
26 which prevent the free alienability of land
27 within the deteriorated or hazardous area; or

28
29 (b) An area in which there exists
30 faulty or inadequate street layout;
31 inadequate parking facilities; or roadways,
32 bridges, or public transportation facilities
33 incapable of handling the volume of traffic
34 flow into or through the area, either at
35 present or following proposed construction;

36 WHEREAS, a 94-page Finding of Necessity Report calling for
37 the redevelopment of the Census Tract 626 Neighborhood Area was
38 prepared by Design Studios West of Sarasota, Florida and dated
39 January 20, 1997 (hereinafter: the "Study");

1 WHEREAS, the Study has made factual findings of "blight" and
2 "slum" conditions as described in the paragraphs above;

3 WHEREAS, the City Council acknowledges receipt of the Study,
4 and finds that based on the Study and other evidence and
5 testimony presented by the City's Community Development
6 Department, that Census Tract 626, as described in Exhibit "A,"
7 constitutes a Chapter 163, Part III, Florida Statutes, "blighted
8 area" and "slum area;"

9 WHEREAS, based on the Study and other evidence and testimony
10 presented by the City's Community Development Department, the
11 City Council finds that creation of a Community Redevelopment
12 Area for the Census Tract 626 Area, as described in Exhibit "A,"
13
14 would meet the intent and requirements set forth in and would be
15 consistent with the requirements set forth in Section 163.335(1),
16 Florida Statutes; and

17 WHEREAS, the rehabilitation, conservation and redevelopment
18 or a combination thereof, of the aforesaid area is necessary in
19 the interest of the public health, safety, morals and welfare of
20 the residents of the City of Cocoa, and in the interest of
21 implementing the intent of the Florida Legislature as expressed
22 in the Community Redevelopment Act of 1969, as amended, by

1 revitalizing the area economically and socially, thereby
2 improving the tax base, promoting sound growth and providing
3 improved infrastructure; and

4 WHEREAS, the State of Florida has found and declared that
5 the preservation or enhancement of the tax base from which a
6 taxing authority realizes tax revenues is essential to its
7 existence and financial health; that tax increment financing is
8 an effective method of achieving such preservation and
9 enhancement in areas in which such tax base is declining; that
10 community redevelopment in such areas, when complete, will
11 enhance such tax base and provide increased tax revenues to all
12 affected taxing authorities, increasing their ability to
13 accomplish their other respective purposes; and

14 WHEREAS, the City Council of the City of Cocoa desires to
15 create the Census Tract 626 Community Redevelopment Agency, to be
16 composed of an independent governing board of commissioners
17 consisting of lay citizens, who either own property or are
18 residents of the Community Redevelopment Agency's "area of
19 operation."

20 NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE
21 CITY OF COCOA, BREVARD COUNTY, FLORIDA, that:
22

1 SECTION 1. The area of Cocoa more fully described in
2 Exhibit "A" is hereby found and declared to be a "blighted area"
3 and a "slum area," as defined and within the purpose and intent
4 of Chapter 163, Part III, Florida Statutes.

5 SECTION 2. Pursuant to the provisions of Section 163.355,
6 Florida Statutes, it is hereby found and declared that:

7 (a) The rehabilitation, conservation or redevelopment,
8 or a combination thereof, of the area described in Exhibit "A" is
9 necessary in the interest of public health, safety, morals, and
10 welfare of the citizens of the City of Cocoa;

11 (b) That one or more slum or blighted areas exist
12 within the area described in Exhibit "A;" and

13 (c) That area described in Exhibit "A" is appropriate
14 for a community redevelopment pursuant to Chapter 163, Part III,
15 Florida Statutes.

16 SECTION 3. There is a need for a community redevelopment
17 agency to function and carry out the community redevelopment
18 purposes as specified in Chapter 163, Part III, Florida Statutes.

19 SECTION 4. The City Council of the City of Cocoa, Florida,
20 hereby declares that the new Community Redevelopment Agency for
21 the area described in Exhibit "A:"

1 (a) Shall be named the Census Tract 626 Community
2 Redevelopment Agency; and

3 (b) Pursuant to Section 163.356(1), Florida Statutes,
4 the City Council shall appoint as a board of commissioners, lay
5 citizens who are either residents of, or own businesses, practice
6 a profession, or perform a service for compensation, or serve as
7 an officer or director of a corporation or other business entity
8 so engaged within the area of operation of the Census Tract 626
9 Community Redevelopment Agency.

10 Section 5. This resolution shall become effective
11 immediately upon adoption.

12 This resolution was adopted at a regular meeting of the City
13 Council on the 24th day of March, 1998.

14 CITY OF COCOA, FLORIDA, a Florida
15 Municipal Corporation, by and
16 through its duly elected City
17 Council

18
19
20 By: Michael Ashley Hill
21 Michael Hill, Mayor

22 ATTEST:

23
24 Joan Clark
25 Joan Clark, City Clerk
26

DESCRIPTION TO DEFINE LIMITS OF THE CITY OF COCOA

626 REDEVELOPMENT AREA

Beginning at the intersection of the Easterly line of the Florida East Coast Railroad, a 100.00 foot wide strip of land, and the South line of the North half of the Southwest quarter of Section 33, Township 24 South, Range 36 East; Thence West, along said South line of the North half of the Southwest quarter of Section 33, to the West line thereof; Thence continue West, along the South line of the North half of the Southeast quarter of Section 32, Township 24 South, Range 36 East, to the West line of said Southeast quarter of Section 32; Thence continue West, 691.95 feet along the North line of the South half of the Southwest quarter of said Section 32, to a point on the West right of way line of Aurora Street; Thence North, along the West right of way line of Aurora Street to the Southeast corner of Lot 11, Block "D" of Pinegrove Park Unit No. 2, Third Addition, according to the plat thereof recorded in Plat Book 19, page 46 of the Public Records of Brevard County, Florida; Thence West, along the South line of aforesaid Lot 11, a distance of 97.00 feet to Southwest corner thereof; Thence North, along the West line of aforesaid Lot 11, a distance of 110.00 feet to the Southeast corner of Lot 23, Block "D" of aforesaid Pinegrove Park, Unit No. 2, Third Addition; Thence West, along the South line of Lot 23, Block "D", and along the South lines of Lots 9 and 12, a distance of 400.00 feet to the West right-of-way of Gardenia Avenue; Thence South, along the West right-of-way of Gardenia Avenue, a distance of 5.00 feet to the Southeast corner of Lot 16, Block "F" of Pinegrove Park, Unit No. 2, Third Addition; Thence West, along the South line of aforesaid Lot 16, a distance of 128.86 feet to a point on the West line of Block "F" of Pinegrove Park, Unit No. 2, Third Addition, according to the plat thereof recorded in Plat Book 19, Page 46, of the Public Records of Brevard County, Florida; Thence North, along the West line of said block "F" and the West line of Cocoa Village Subdivision, according to the Plat thereof recorded in Plat book 18, page 19, of the Public Records of Brevard County, Florida, a distance of 1183.75 feet to the South right of way line of Jackson Street; Thence East, along the South right of way line of Jackson Street, a distance of 686.19 feet to the East right of way line of Aurora Street; Thence South along the east right of way line of Aurora Street, a distance of 500.00 feet to a point which is on the North line of Block "A", Pinegrove Park, Unit No. 2, First Addition, as recorded in Plat Book 17, page 88, Public Records of Brevard County, Florida; Thence East, along the North line of said Block "A", a distance of 631.29 feet to the East line of the Northeast quarter of the Southwest quarter of said Section 32; Thence North, along the East line of aforesaid quarter section and the East line of the Southeast quarter of the Northwest quarter of said Section 32, a distance of 1180.90 feet to a point which is the Easterly projection of the South line of a tract of land described in Deed Book 344, page 182, of the Public Records of Brevard County, Florida; Thence West, along the aforementioned line, a distance of 230.00 feet to a point which is the Southwest corner of the tract of land described in Deed Book 344, Page 182; Thence North, along the West line of said described tract of land, as described in Deed Book 344, page 182, Public Records of Brevard County, Florida, a distance of 200.00 feet to the South right of way line of State Road 520; Thence East, along the South right of way line of State Road 520, a distance of 230.00 feet to the East line of the Southeast quarter of the Northwest quarter of said Section 32; Thence North, along the East line of the Southeast quarter of the Northwest quarter, of said Section 32, to the South line of Lots 19, 20, and 21 of

Barlow's Subdivision, according to the plat thereof recorded in Plat Book 3, Page 5, of the Public records of Brevard County, Florida; Thence West, along aforesaid South line of Lots 19, 20, and 21, to the West property line of aforesaid Lot 21; Thence North, along the West property line of aforesaid Lot 21, to the South right of way of Lake Drive; Thence Southeasterly, along the South right of way line of Lake Drive, to the East line of the Northeast quarter of the Northwest quarter of said Section 32; Thence North, along the East line of the Northeast quarter of the Northwest quarter of Section 32, to the centerline of West School Street; Thence, East, along said centerline of West School Street and said centerline projected Easterly, to the West line of Lot 49, Block "A", of the Plat of C. L. Hughlett's Washington Heights Addition to Cocoa, Florida, as recorded in Plat Book 0, at page 18, of the Public Records of Brevard County, Florida; Thence, North, along the West line of said Lot 49, and said West line of Lot 49 projected Northerly, to the Southwest corner of Lot 33, Block "A", of said Plat of C. L. Hughlett's Washington Heights Addition to Cocoa, Florida; Thence East, along the South line of Lots 33 through 48 inclusive Block "A", of said Plat of C. L. Hughlett's Washington Heights Addition to Cocoa, Florida, to the Southeast corner of Lot 48; Thence continuing East, to the Southwest corner of Lot 27, Block "B" of said Plat of C. L. Hughlett's Washington Heights Addition to Cocoa, Florida; Thence East, along the South line of Lots 27 through 32 inclusive, of Block "B", of said Plat of C. L. Hughlett's Washington Heights Addition to Cocoa, Florida, and said South line extended Easterly, to the Easterly line of the Florida East Coast Railroad, a 100.00 foot wide strip of land; Thence Southeasterly, along said Easterly line of the Florida East Coast Railroad, to the Point of Beginning.

CERTIFICATION:

I HEREBY CERTIFY: That the SPECIFIC PURPOSE of this Survey is to define the Boundaries of the area denoted as "The City of Cocoa - 626 Redevelopment Area". I FURTHER CERTIFY: That the attached Legal Description was prepared under my direction and is true and correct to the best of my knowledge and belief. This survey meets the Minimum Technical Standards as set forth by the Florida Board of Professional Land Surveyors in chapter 61 G 17 - 6, Florida Administrative Code, pursuant to Section 472.027, Florida Statutes.

John R. Campbell
Professional Land Surveyor No. 2351
State of Florida

Prepared by:
CAMPBELL SURVEYING AND MAPPING OF BREVARD INC.
3525 N. Courtenay Parkway - Suite 1
Mailing Address: P.O. Box 542148
Merritt Island, Florida, 32954
Ph: (407) 453-5820

**Diamond Square
Community Redevelopment
Area**

Kick off Meeting

June 13, 2024

Diamond Square CRA

Community Redevelopment Plan Update

Kickoff

June 13, 2024

1. Project Overview
2. Project Schedule
 - Meeting Dates/Schedule - public hearing and workshop options (CRA; City Council; P&Z Board)
 - Briefing Schedule (bi-weekly)
3. Project Points of Contact:
 - Status Reports and Updates
 - Project Website
 - Submission of Public Engagement Materials (social media, invitations, advertisements, flyers)
 - Potential Meeting Venues (stakeholder interviews, focus groups, public workshops)
4. Public Involvement Plan
 - Project Brand
 - Project Website (cross-marketing opportunities)
 - Stakeholder Interviews - identification of key stakeholders and thought leaders
 - City / CRA
 - Elected Officials
 - Community Partners
 - Neighborhood Groups (associations/other)
 - Civic Organizations
 - Local Business Community
 - Potential Community Meeting Venues
 - Community Events

5. Resources and Data Requests:

- CRA Annual Budget
- CRA Annual Report
- Previous Community Redevelopment Plan(s)
- City's Comprehensive Plan
- City's Land Development Code
- City's Capital Improvement Plan (CIP for past 5 years)
- CRA's Establishing Documents (resolution and ordinance)
- City GIS Data / Shapefiles
- City Property Appraiser Data – Brevard County (for all parcels in CRA)
- City Business Tax Receipt Records (BTRs for past 5 years for business located in the CRA)
- CRA/City Special Projects Information (key developments; new business openings, business recruitment)
- Relevant Report, Studies, and Concurrent Planning Efforts

6. Familiarization Tour

- Special Site of Interest
- Successful Application of CRA Programming and Projects

7. Discussion

TO: Ryan Browne, Cocoa Redevelopment Coordinator
FROM: Laura Canary, Inspire Project Manager
CC: Charlene Neuterman, Cocoa Community Services Director
Jared Beck, Inspire Director of Redevelopment
DATE: August 8, 2024
SUBJECT: Cocoa Diamond Square CRA - Kickoff Summary and Action Items

ATTENDANCE

Inspire Project Team:

- Laura Canary, Project Manager
- Laura Martinez, Planner
- Gaby Castro, Planner
- Erik Bredfeldt, Director of Economic Development (virtual)

City of Cocoa:

- Stockton Whitten, City Manager
- Charlene Neuterman, Community Services Director
- Ryan Browne, Redevelopment Coordinator

PROJECT OVERVIEW

The Diamond Square CRA was established on June 9, 1998, and is anticipated to sunset in 2032. Given the Diamond Square CRA is a post-charter agency, the Agency will be pursuing County approval for a six-year operational timeframe extension. There is a cap on funds at \$150,000 which the County can request the funds back in the event that the TIF revenue exceeds that amount. The first year that the revenue was exceeded was in 2023. The CRA's main objective has been to "build up the community", which means that capturing the community's vision for itself during the public engagement phase is crucial. The community has expressed a strong desire for affordable housing and traditional live-work development, with residential units located above street-level commercial space. Diamond Square is currently a food desert; the addition of an affordable grocery store could provide the community with access to fresh and healthy produce.

SCHEDULE

This project spans roughly seven (8) months from kickoff, with City Council anticipated to adopt the final redevelopment plans at its March 25, 2025 meeting. The most recent schedule was provided to staff on the week of July 29, 2024.

The Diamond Square CRA Board meets on the third Monday of the month. City Council meetings occur bimonthly on the first and fourth Tuesdays of every month. Planning and Zoning meetings are held on the first Wednesday of the month. Inspire will present the first draft of the update at the CRA board's January meeting and intends to submit a final draft incorporating subsequent comments and revisions to the Board in February/March '25. The CRA Board doesn't meet in February so depending on the anticipated completion date of the final draft and meeting schedule, a special Diamond Square CRA Board meeting may be scheduled.

Check-in meetings between Inspire and City Staff will be facilitated virtually on a bi-weekly basis. The first check-in meeting occurred on Wednesday, July 26th. All subsequent check-in meetings will occur on Wednesdays at 11:00 A.M., unless rescheduled by a member of Inspire or City Staff.

PROJECT POINTS OF CONTACT

- Ryan Browne, *Project Management*
- Charlene Neuterman, *Project Management*
- Samantha Senger, *Communications, Economic Development*
- Ashlee Malone, *GIS*
- Justin Berke, *GIS*
- Gail Bantugan, *Leisure Services Manager*
- Kristin Eick, *City Attorney*

PUBLIC INVOLVEMENT PLAN

Inspire will create an interactive project website using Social Pinpoint, which will notify visitors of planned community engagement events and enable them to provide relevant feedback. The website will be ADA compliant, and all comments will be reviewed before publication to ensure compliance with the City's communications regulations.

All marketing materials for the public engagement phase of the project will be available in Spanish, including the Social Pinpoint website, social media posts and printed materials such as utility bill mailers.

Invitations for stakeholder interviews will be sent to the District County Commissioner's Office. Potential stakeholders include faith and community leaders involved in the local ministerial alliance.

Potential venues for community meetings and stakeholder interviews include the Joe Lee Smith Community Center, Emma Jewel Charter Academy and the Leon and Jewel Collins Museum of African American History & Culture.

DATA REQUEST

Inspire submitted a GIS data request form for the Cocoa and Diamond Square CRA plan updates on June 19, 2024. Requested data includes the location of all public facilities, transportation infrastructure, planning data (i.e., parcels, jurisdictions, zoning, FLU, overlays, CRAs), EMA flood zones, brownfield sites and land use land cover.

TOUR OBSERVATIONS

- Much like other parts of the City, Diamond Square suffers from a high vacancy rate. Overgrown vegetation is a frequent site on these lots, many of which are used for parking.
- Yard signs seem to be the preferred method of marketing/communication.
- R.E.A.L. Church, led by pastor Jarvis Wash, has a presence in the community.
- Unhoused people are sleeping at the corner of Provost and Peachtree.
- Most bus stops are not accessible and the Space Coast Area Transit hub next to Provost Park requires significant improvements.
- Provost Park is currently undergoing a \$1.5 million renovation funded by ARPA/City to add new fields, lighting, fencing, parking facilities and restrooms. The park plays a significant role in the community's history because it was once home to an African American baseball league team.
- The neighborhood is historically predominantly Black but has become more diverse in recent years; Emma Jewel Charter Academy. A large portion of the Hispanic community is concentrated north of SR 520.
- Bezos Academy is set to establish a Montessori school
- Main entrance to the City, State Road 520 and U.S. 1, is overgrown and needs beautification along with more enticing uses. – *SR 452/U.S. 1 Visioning*
- Harry T. Moore Center was previously a school for Black Americans in 1923 but now is an African American Museum.
- Aurora Street has lots of tree canopy. Residents like to preserve the trees.
- The 'Five Points' area needs to be redeveloped but has been neglected.
- Pockets of light industrial area throughout CRA (Wilson Avenue).

ACTION ITEMS/ NEXT STEPS

- Inspire provided an updated schedule to staff on July 31, 2024.
- A request for GIS data was submitted on June 19, 2024.
- A follow-up GIS meeting was held on August 1, 2024
- Project branding materials are tentatively due on Wednesday, August 14th, 2024.
- The Existing Conditions Analysis will tentatively be prepared by September 6, 2024.
- Inspire will continue to communicate with staff regarding any changes to dates or services rendered.

Diamond Square Community Redevelopment Area

Progress Report

September 11, 2024

TO: Ryan Browne, Cocoa Redevelopment Coordinator
FROM: Laura Canary, Inspire Project Manager
CC: Charlene Neuterman, Cocoa Community Services Director
Jared Beck, Inspire Director of Redevelopment
DATE: September 11, 2024
SUBJECT: Diamond Square CRP Update Progress Report (June - August)

PROJECT OVERVIEW

Inspire is preparing an update to the Diamond Square Community Redevelopment Plan. The project includes a robust public involvement plan, including virtual and in-person engagement opportunities. Inspire will utilize the assessments and insight of the local community and economic conditions gathered through the existing conditions analysis to develop a cohesive vision reflective of the shared community values, objectives and goals to guide the Community Redevelopment Plan Update.

SCHEDULE

This project spans roughly seven (8) months from kickoff, with the final Community Redevelopment Plan going to City Council for adoption on March 25, 2025. The most recent schedule was provided to staff on the week of July 29, 2024.

PROGRESS (JUNE – AUGUST)

The kickoff meeting and site tour was conducted on June 13, 2024. There was short break in the schedule, due to a delay in the issuance of the PO, which was issued on July 18, 2024. Project meetings are held biweekly to provide timely progress, schedule and budget updates. At the forefront of the project, and central to the public input plan, a project logo and website was developed to create a cohesive messaging and communications strategy throughout the project. The project website features a community survey and interactive map. The project's first community meeting, an Open House, is scheduled for September 26, 2024 from 11 am – 7 pm at the Civic Center. The purpose of the Open House is to explain the project and planning effort, provide an overview of the process and schedule, and discuss initial opportunities and constraints for the district.

As part of the Existing Conditions and Trends Analysis, a data request form was submitted to the City and two follow-up meetings were held to explicitly discuss GIS data and resources. The Analysis is underway, and the initial findings will be used to inform the Open House materials and engagement exercises. Additionally, an existing conditions base map series is being developed for the Plan Update.

PROGRESS BY TASK

TASK 1- KICK-OFF & DATA COLLECTION

Task 1.1 Project Management

- Bi-weekly meetings held on 6/26, 7/10, 7/24, 8/7, 8/21

Task 1.2 Kick-off Meeting & Site Tour

- Kick-off Meeting and Site Tour on 6/13

Completed Deliverables:

Finalized Project Schedule

Kick-off Meeting and Site Tour Summary – Tech Memo#1

Task 2- COMMUNITY ENGAGEMENT

Task 2.1 Project Branding

- Communications follow-up meeting held on 8/29

Task 2.2 Interactive Project Website & Virtual Engagement Tools

Task 2.3 Stakeholder Interviews

Task 2.4 Community Meetings

Completed Deliverables:

Project Logo

Interactive Project Website

Social Media Campaign Materials

TASK 3- EXISTING CONDITIONS & TRENDS ANALYSIS

- GIS Follow-up meeting on 8/1

ACTION ITEMS/ NEXT STEPS

- Existing Conditions and Trends Analysis
- Prepare workshop materials and PowerPoint for Cocoa CRA Open House

Diamond Square Community Redevelopment Area

Existing Conditions Memo

September 26, 2024

TO: Ryan Browne, Project Manager, Redevelopment Coordinator
FROM: Laura Canary, Project Manager, Inspire Placemaking Collective
CC: Charlene Neuterman, Jared Beck
DATE: September 26, 2024
SUBJECT: Diamond Square Community Redevelopment Area - Existing Conditions

Inspire conducted an evaluation of existing conditions of the Diamond Square CRA's context, demographics, transportation network, infrastructure, and economics. Below are the findings.

CONTEXT

The Diamond Square Community Redevelopment Area encompasses 430.9 acres and is located along the southern border of the City of Cocoa within Brevard County. The general boundaries are Pineda Street on the west, School Street on the north, the Florida East Coast Railroad on the east, and Rosa L. Jones Drive on the south. *Please refer to Map A.*

Approximately half (54%) of the land area within the CRA is comprised of residential uses, followed by commercial (25%) and ancillary uses including institutional and parks and open space. The current zoning provides an opportunity for a greater increase in residential uses, approximately 67%, slightly greater commercial uses (34%), followed by a limited allocation for ancillary uses. The Future Land Use Map better aligns designated future land uses with what currently exists, while also incorporating a mixed-use category. *Please refer to Maps B, C, and D.*

Existing Land Use

Diamond Square CRA Existing Land Use		
Existing Land Use	Acres	Percent of CRA
1200: Medium Density, 2>5 dwelling units/acre	192.61	45 %
1400: Commercial and Services	101.66	24 %
1300: High Density, 6 or more dwelling units/acre	38.47	9 %
1700: Institutional	26.70	6 %
1850: Parks and Zoos	18.41	4 %
8140: Roads and Highways	15.20	4 %
4340: Upland Mixed - Coniferous / Hardwood	14.73	3 %
1900: Open Land (Urban)	11.27	3 %
8330: Water Supply Plants (Including pumping stations)	8.60	2 %
8120: Railroads	1.06	0 %
1100: Low Density, <2 dwelling units/acre	0.38	0 %
8340: Sewage Treatment	0.03	0 %
2240: Abandoned Tree Crops	0.02	0 %

Zoning

Diamond Square CRA Zoning		
Zoning	Acres	Percent of CRA
RU-1-7 Single-Family Residential	171.7	52 %
C-W Wholesale Commercial	56.5	17 %
C-G General Commercial	29.2	9 %
C-N Neighborhood Commercial	24.9	8 %
RU-2-15 Multiple Family Dwelling	22.8	7 %
M-1 Light Industrial and Warehouse	11.4	3 %
Zoning Not Assigned	9.6	3 %
INST Institutional	3.2	1 %
P-S Professional, Offices and Services	3.1	1 %
C-P Commercial Parkway	0.09	0%

Future Land Use

Diamond Square CRA FLU		
Future Land Use Category	Acres	Percent of CRA
Medium Density Residential	103.56	32 %
Commercial	94.78	29 %
Low Density Residential	62.69	19 %
Institutional	24.77	8 %
Recreation / Open Space	18.85	6 %
Mixed-Use	14.20	4 %
Industrial	3.76	1 %
Neighborhood Commercial	0.94	1 %

TRANSPORTATION

The CRA has access to major roadways including Cocoa Boulevard, King Street, and Fiske Boulevard as well as a number of internal local roadways. Roadway connectivity is restricted by the number of dead ends streets. The area is serviced by the Space Coast Area Transit Authority. There are 19 bus stops located within the CRA boundaries, with most of the CRA being within a ¼ mile (10 minute) walking distance of a stop. The bicycle facilities along King Street, Peachtree Street, and Fiske Boulevard are not protected in any capacity, and are often wedged between vehicular lanes with a speed limit of 25 to 40 miles per hour. Accordingly, with no protections for cyclists, safety is a huge concern for transportation within the CRA, particularly as growth leans into alternative modes of transportation such as bicycles and micromobility options. *Please refer to Map E.*

DEMOGRAPHICS

The CRA has a population of 2,313 residents, with a median age of 37.3 years old. The Median Household income is \$48,305 as compared to \$78,575 in Brevard County. The residents are primarily composed of a Black Alone population (51.6 percent), with the next race/ethnicity group being of Hispanic Origin (27.2 percent). Over one third of the population has had some college-level education, with no degree. Half of the residents work in Service Industries (52.0 percent), followed by Finance/Insurance/Real Estate (11.2 percent). Over half of the population lives alone or in a 2-person household, while 40 percent live in a 3 or more person household. Over half of the housing stock is occupied by renters, with 14 percent of the housing stock being vacant. Most of the housing stock is single-family residential units, with more than 60% of them built between the two-decade period spanning from 1940 to 1969.

2024 Total Population: 2,313

2024 Median Age: 37.3

2024 Housing Units: 1,060

2024 Total Households: 912

2024 Average Household Size: 2.53

2024 Median Household Income: \$48,305

2024 Average Household Income: \$56,548

Tapestry Segmentation: Modest Income Homes (12D); City Commons (11E)

2024 Population by Race/Ethnicity	
Total	2,313
White Alone	21.2%
Black Alone	51.6%
American Indian Alone	1.1%
Asian Alone	0.4%
Pacific Islander Alone	0.2%
Some Other Race Alone	13.3%
Two or More Races	12.2%
Hispanic Origin	27.2%
Diversity Index	79.2

2020 Household by Size	Diamond Square Percent %	Brevard County Percent %
Total	861	255,723
1 person	33.3%	29.7%
2 person	26.2%	39.4%
3+ person	40.5%	30.9%
U.S. Census Bureau. "Occupancy Characteristics." <i>American Community Survey, ACS 1-Year Estimates Subject Tables, Table S2501</i> , 2022, https://data.census.gov/table/ACSST1Y2022.S2501?t=Housing:HousingUnits&g=050XX00US12009 .		

Diamond Square Community Redevelopment Area - Existing Conditions

Tenure	Percent (%)
Total	1,060
Owner Occupied Housing Units	29.9 %
Renter Occupied Housing Units	56.1 %
Vacant Housing Units	14.0 %

Educational Attainment (Residents 25 years or older)	CRA	Brevard County	State of Florida
	%	%	%
Total	1,519	472,034	16,104,410
Less than 9th Grade	2.2%	2.3 %	4.2 %
9th - 12th Grade, No Diploma	12.2%	4.3 %	5.9 %
High School Graduate	23.6%	24.6 %	27.1 %
GED/Alternative Credential	7.0%	*	*
Some College, No Degree	37.6%	21.4 %	18.4 %
Associate's Degree	8.6%	11.3 %	10.2 %
Bachelor's Degree	6.7%	20.9 %	21.4 %
Graduate/Professional Degree	2.2%	15.1 %	12.9 %
*included in High School Graduate category			
U.S. Census Bureau. "Educational Attainment." American Community Survey, ACS 1-Year Estimates Subject Tables, Table S1501, 2022, https://data.census.gov/table/ACSST1Y2022.S1501?g=050XX00US12009			

INDUSTRY (2024)	CRA: % Employed	County: % Employed
Total	948	288,985
Agriculture/Mining	0.0%	0.2 %
Construction	8.1%	6.7 %
Manufacturing	7.0%	11.8 %
Wholesale Trade	0.8%	2.0 %
Retail Trade	9.6%	12.3 %
Transportation/Utilities	8.9%	6.0 %
Information	0.0%	1.1 %
Finance/Insurance/Real Estate	11.2%	6.1 %
Services	52.0%	*33.7 %
Public Administration	2.4%	°5.3 %
* includes "Other services, except public administration", "Arts, entertainment, and recreation, and accommodation and food services", and "Educational services, and health care and social assistance"		
° includes "Professional, scientific, and management, and administrative and waste management services"		
U.S. Census Bureau. "Selected Economic Characteristics." American Community Survey, ACS 1-Year Estimates Data Profiles, Table DP03, 2022, https://data.census.gov/table/ACSDP1Y2022.DP03?g=050XX00US12009		

Diamond Square Community Redevelopment Area - Existing Conditions

Type of Housing	% of Total
Total	1,199
1-unit, detached	53.2%
1-unit, attached	15.3%
2 units (duplex)	6.5%
3 to 4 units (triplex or quadplex)	10.3%
5 to 9 units	6.5%
10 to 19 units	2.0%
20 to 49 units	3.9%
50 or more units	0.8%
Mobile home	1.3%

Home Build Period	Percent (%)
Total	1,199
Built 2020 or later	0.0%
Built 2010 to 2019	4.0%
Built 2000 to 2009	11.7%
Built 1990 to 1999	1.1%
Built 1980 to 1989	8.8%
Built 1970 to 1979	7.1%
Built 1960 to 1969	38.1%
Built 1950 to 1959	24.9%
Built 1940 to 1949	1.7%
Built 1939 or earlier	2.8%

INFRASTRUCTURE

Within the CRA most of the streets are two lane neighborhood roadways. Many of the neighborhoods have sidewalks on one or both sides of the street however, some segments appear to be poorly maintained with debris covering the path or cracks that reduce accessibility and safety. There are some areas, such as Davis Street, S Wilson Ave, and generally, residential roads located south of King Street, that have none. The entire CRA is served by AC/overhead utility lines and minimal level of street lighting. There is no pedestrian lighting within the neighborhoods. The CRA does not have any area of Flood Zone.

Utilities

There is one Domestic Wastewater Treatment Program located just outside of the CRA boundaries. All powerlines within the CRA are AC/Overhead powerlines, which may present a concern during storm events. *Please refer to Map F.*

Vacant Parcels

The CRA has 63.21 acres of vacant land currently, amounting to 19 percent of the CRA. Of these 63.21 acres, 38.55 acres are owned by the State, County, City, or Housing Authority. *Please refer to Map G.*

Government Owned Parcels

The City of Cocoa owns 42 parcels amounting to over 80 acres within the CRA, a number of which are dedicated park space. The Cocoa Housing Authority owns 33 parcels amounting to just over 33 acres. The State of Florida owns two (2) parcels amounting to approximately nine (9) acres, which are dedicated to the Emma Jewel Charter Academy. Lastly, Brevard County owns two (2) parcels amounting to approximately five and a half (5.5) acres, most of which are dedicated to the Brevard County Transit Service. *Please refer to Map H.*

Emergency Services

The CRA is within the City of Cocoa Police District #1 and has one police station just outside its boundaries located on King Street. There is also one fire station, Fire Station #46, that lies within the Fire Quadrant District #2. There are no medical facilities within the CRA boundaries, and the nearest medical facility, Wuesthoff Memorial Hospital, is located approximately one (1) mile south. *Please refer to Map I.*

Public Services and Facilities

There is one Charter school within the CRA boundaries, namely, Emma Jewel Charter Academy. There is also one City-owned public facility, the Leon and Jewel Collins Museum of African American History and Culture at the Harry T. Moore Center. *Please refer to Map J.*

Parks

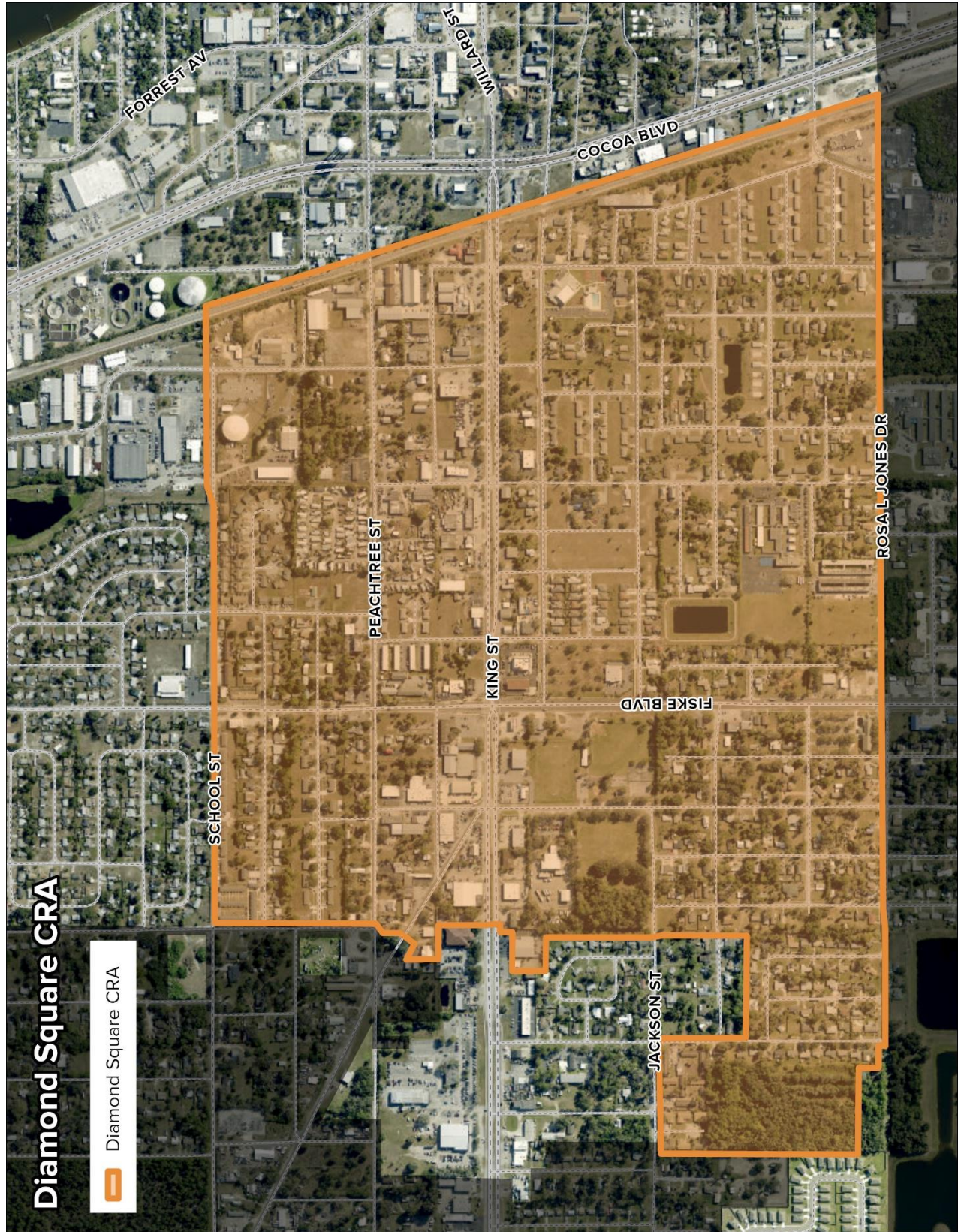
The CRA has three urban district parks within the CRA boundaries. Much of the CRA is within a ¼ mile – or 10-minute walk distance of a park. There are some residential areas, particularly in the northwest corner and along the southern boundary, that are not within a 10-minute walking distance of a park that may show an opportunity for a pocket park or some other form of open/green/blue space. *Please refer to Map K.*

Diamond Square Community Redevelopment Area - Existing Conditions

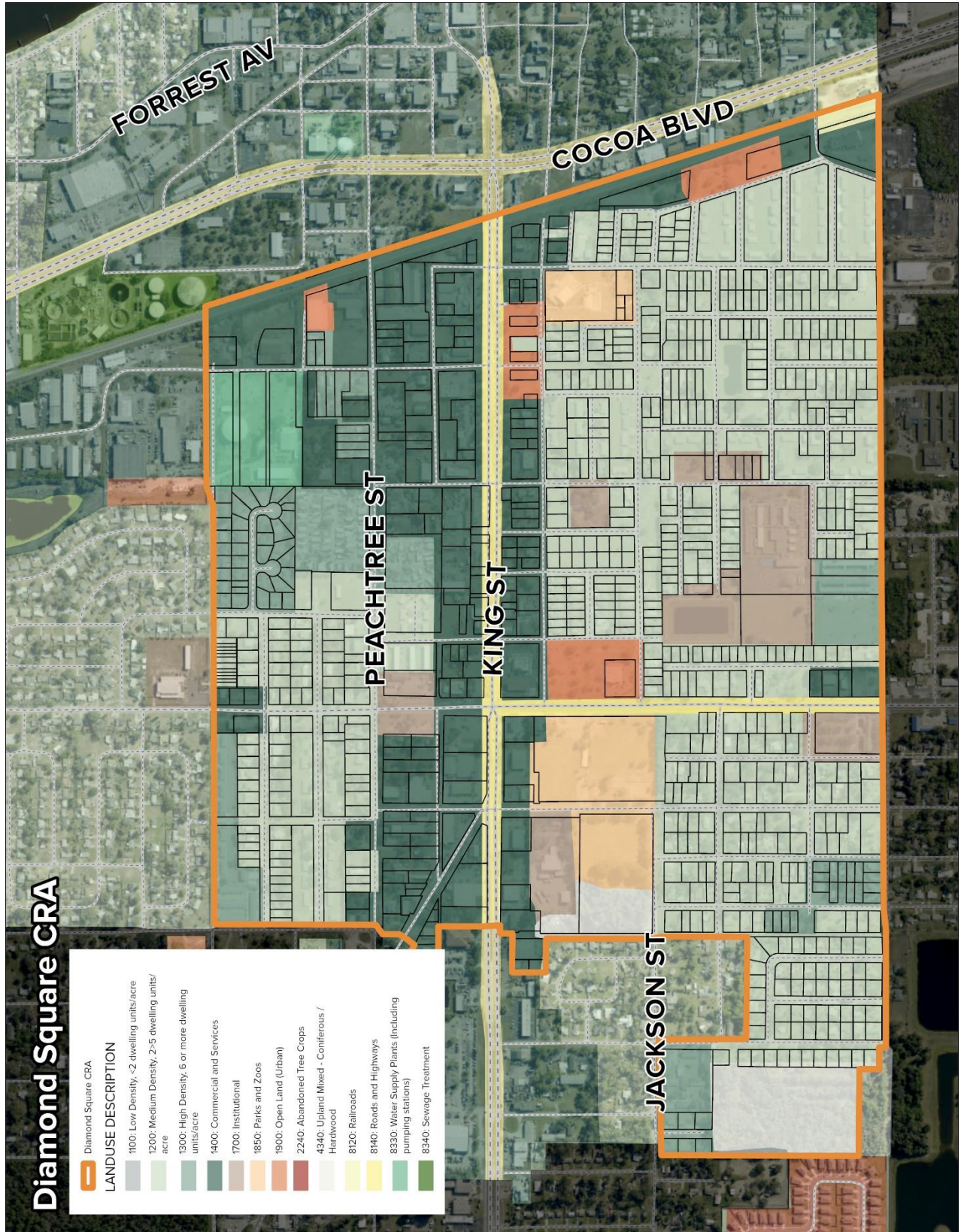
MAP SERIES

A	Context
B	Existing Land Use
C	Zoning
D	Future Land Use
E	Transportation
F	Utilities
G	Vacant Parcels
H	Government Owned Parcels
I	Emergency Services
J	Public Services & Facilities
K	Parks

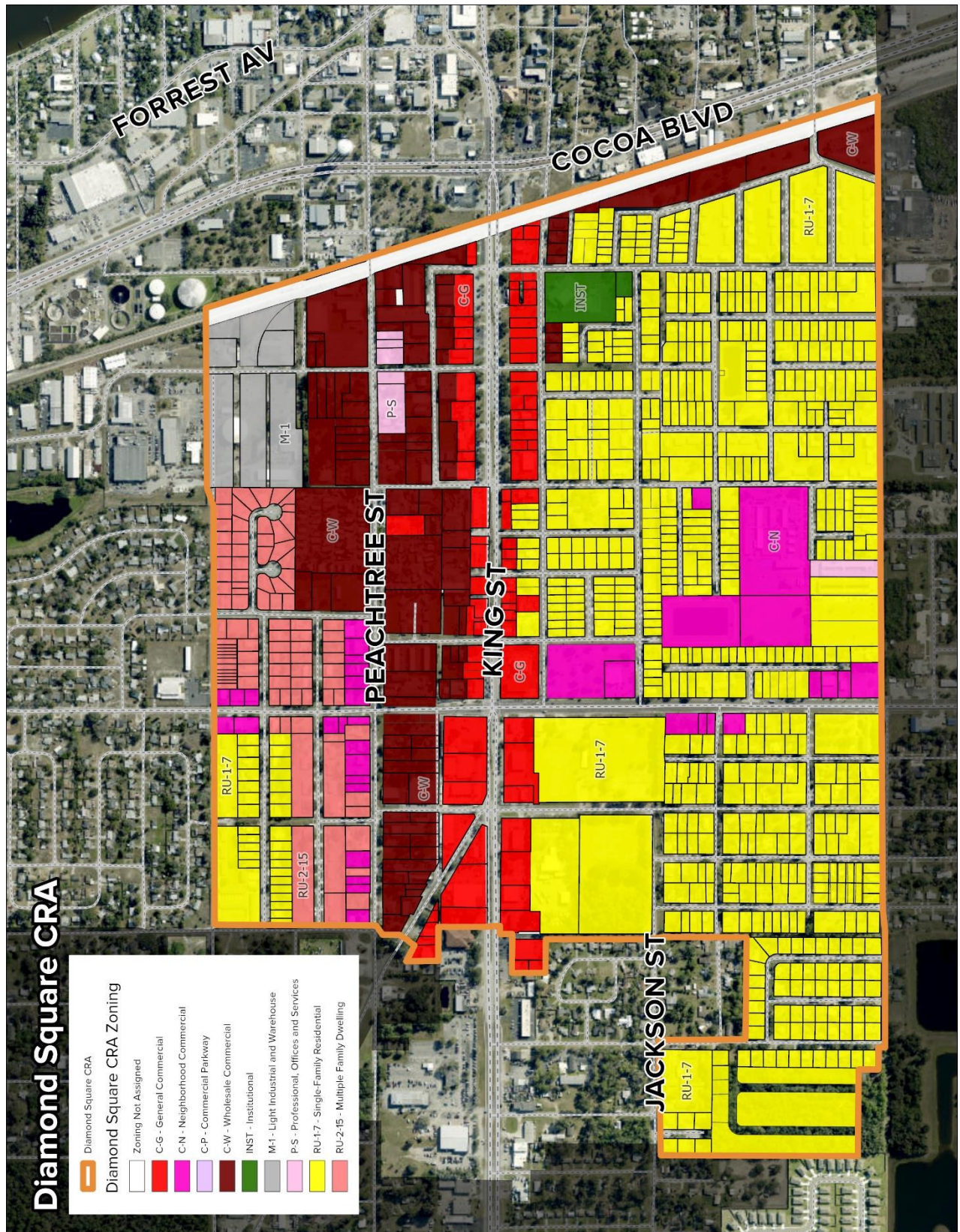
A - CONTEXT



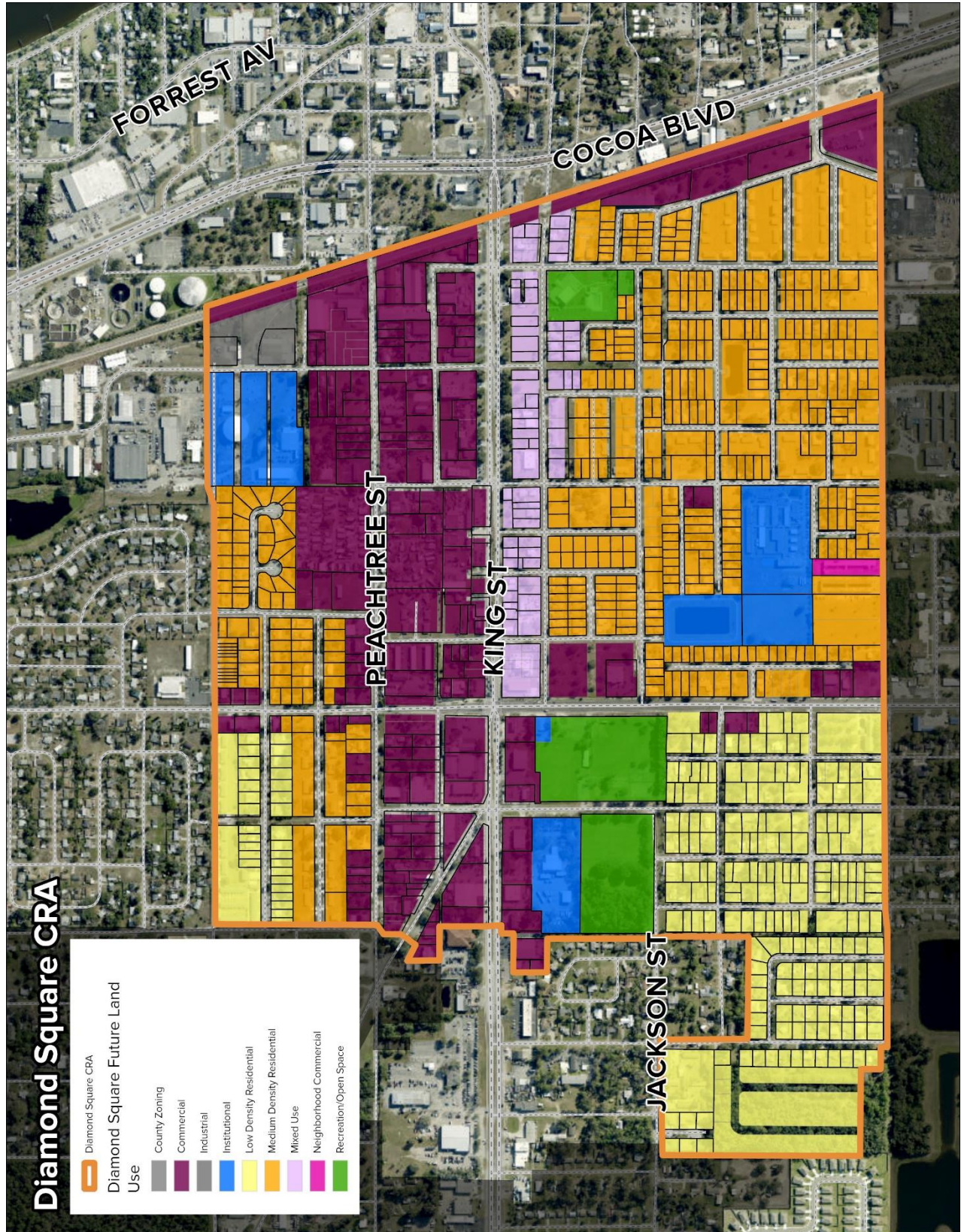
B- EXISTING LAND USE



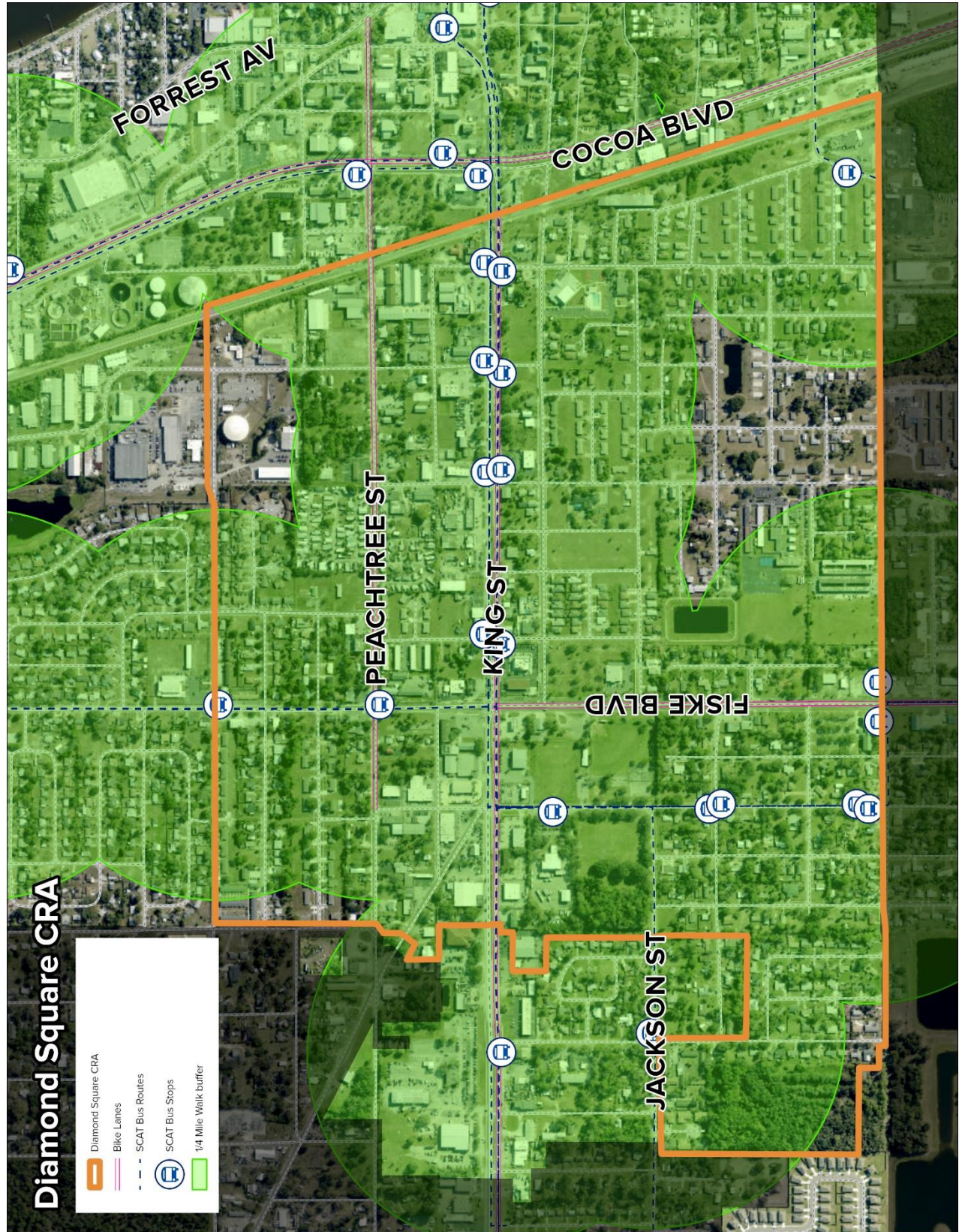
C - ZONING



D – FUTURE LAND USE



E – TRANSPORTATION



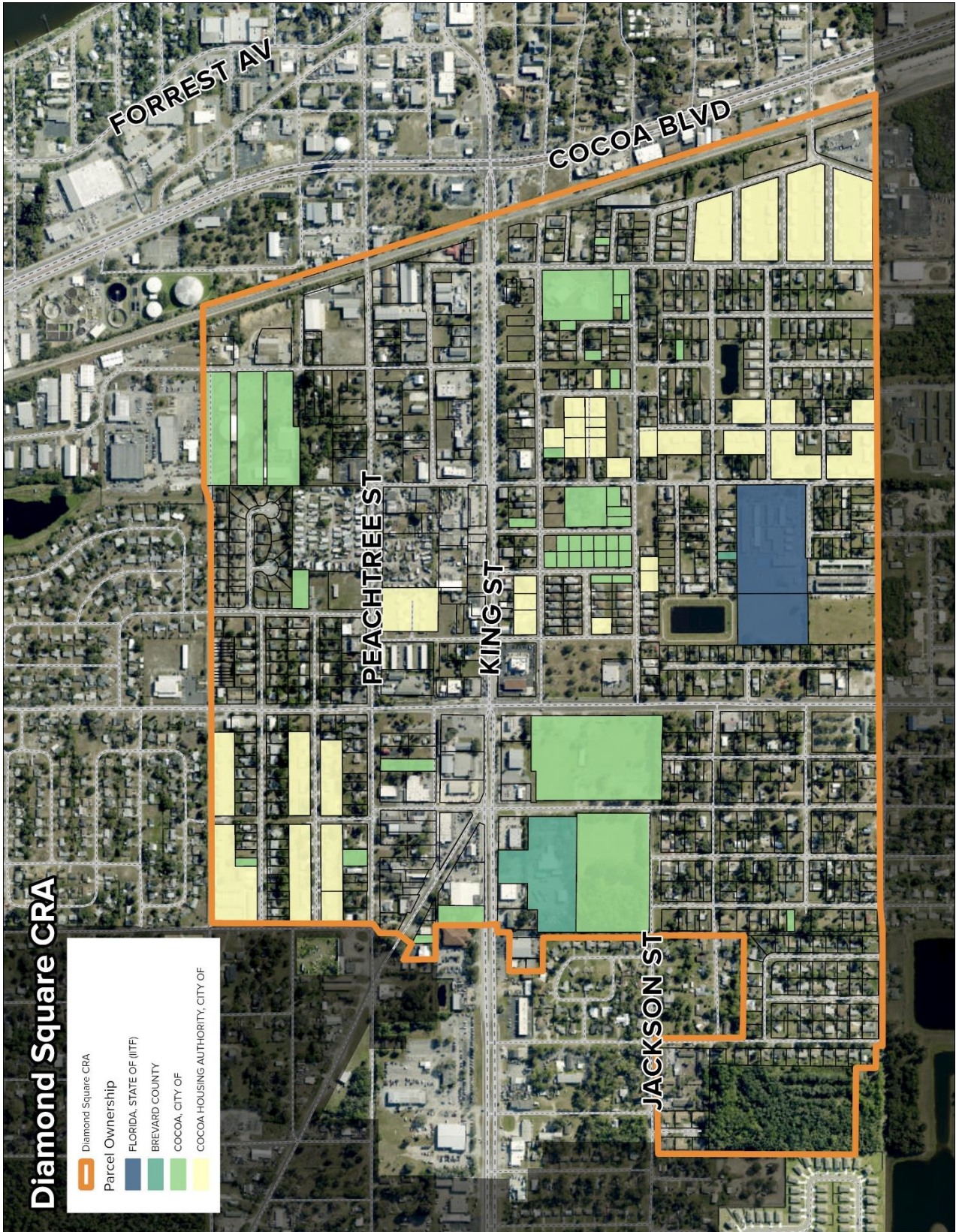
F – UTILITIES



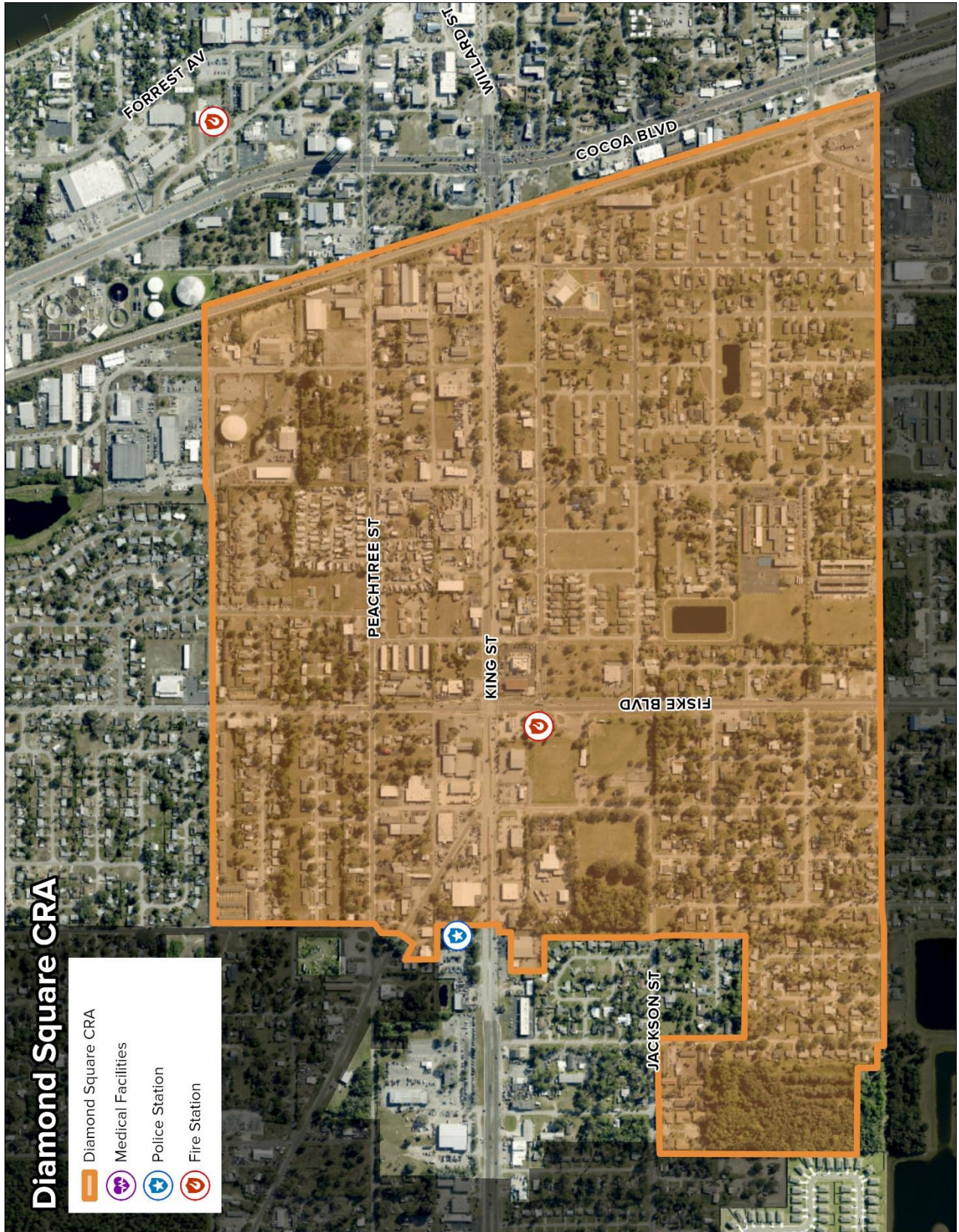
G – VACANT PARCELS



H – GOVERNMENT OWNED PARCELS



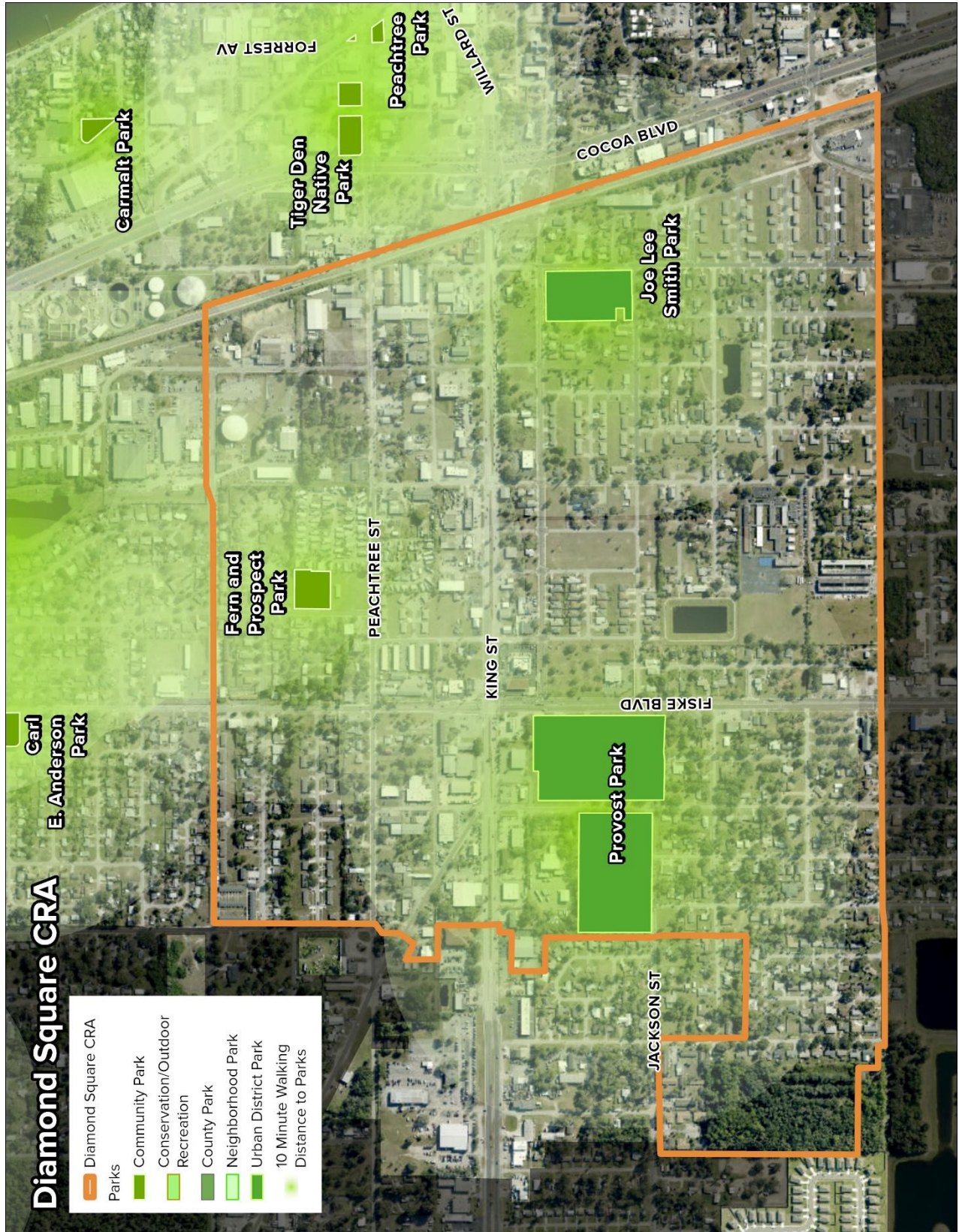
I - EMERGENCY SERVICES



J – PUBLIC SERVICES & FACILITIES



K - PARKS



Diamond Square Community Redevelopment Area

Progress Report

November 11, 2024

TO: Ryan Browne, Cocoa Redevelopment Coordinator
FROM: Laura Canary, Inspire Project Manager
CC: Charlene Neuterman, Cocoa Community Services Director
Jared Beck, Inspire Director of Redevelopment
DATE: November 11, 2024
SUBJECT: Cocoa CRP Update Progress Report (September – October)

PROJECT OVERVIEW

Inspire is preparing an update to the Cocoa Community Redevelopment Plan. The project includes a robust public involvement plan, including virtual and in-person engagement opportunities. Inspire will utilize the assessments and insight of the local community and economic conditions gathered through the existing conditions analysis to develop a cohesive vision reflective of the shared community values, objectives and goals to guide the Community Redevelopment Plan Update.

SCHEDULE

This project spans roughly seven (8) months from kickoff, with the final Community Redevelopment Plan going to City Council for adoption on March 25, 2025. **Because of hurricanes, we needed to reschedule the Open House and Community Workshop and therefore there was a minor delay to the schedule.*

PROGRESS (SEPTEMBER – OCTOBER)

Project meetings are held biweekly to provide timely progress, schedule and budget updates. At the forefront of the project, and central to the public input plan, a project logo and website was developed to create a cohesive messaging and communications strategy throughout the project. The project website features a community survey and interactive map. To date the project website has had 17 visitors, nine survey responses, and one comment on the map. The project's first community meeting, an Open House, was held on September 25, 2024, from 11 am – 7 pm at the Joe Lee Smith Recreation Center. The purpose of the Open House was to explain the project and planning effort, provide an overview of the process and schedule, and discuss initial opportunities and constraints for the district.

The existing condition analysis was completed in September, and the initial findings were used to inform the Open House materials and engagement exercises. Additionally, an existing conditions base map series was developed for the Plan Update.

PROGRESS BY TASK

TASK 1- KICK-OFF & DATA COLLECTION

Task 1.1 Project Management

- Bi-weekly meetings held on 9/4, 9/18, 10/2, and 10/16

Task 2- COMMUNITY ENGAGEMENT

Task 2.3 Stakeholder Interviews

- Conducted on 9/25

Task 2.4 Community Meetings

- Open House on 9/25

Completed Deliverables:

Stakeholder Interviews on 9/25

TASK 3- EXISTING CONDITIONS & TRENDS ANALYSIS

- Analysis and summary completed on 9/26

Completed Deliverables:

Existing Conditions Summary - Tech Memo #2

TASK 4- COMMUNITY REDEVELOPMENT PLAN UPDATE

- Outline, Document Template and History

ACTION ITEMS/ NEXT STEPS

Plan Development

Diamond Square Community Redevelopment Area

Public Engagement Memo

October 15, 2024

TO: Ryan Browne, Project Manager, Redevelopment Coordinator
FROM: Laura Canary, Project Manager, Inspire Placemaking Collective
CC: Charlene Neuterman, Jared Beck
DATE: October 15, 2024
SUBJECT: Diamond Square Community Redevelopment Area – Public Engagement Summary

EVENT:

Open House

September 25, 2024

Joe Lee Smith Community Center

415 Stone St, Cocoa, FL, 32922

11:00 AM – 7:00 PM

PUBLIC NOTICE:

This event was promoted using the following outreach methods in both English and Spanish:

- City of Cocoa Calendar
- City of Cocoa Monthly E-newsletter
- Project Website: <https://www.inspire-engagement.com/diamond-square-cra-plan>
- Mailed postcard
- Yard sign
- Facebook: <https://www.facebook.com/CityofCocoa/>
- LinkedIn: <https://www.linkedin.com/company/city-of-cocoa/>
- Twitter / X: [@CityofCocoa](https://twitter.com/CityofCocoa)

PURPOSE:

An Open House was held on September 25th in the Dr. Joe Lee Smith Community Center with the goal of introducing the project team, the project scope, and gathering preliminary data on the priorities and shared vision of the community. There were approximately 15-20 attendees including residents, business owners, CRA Board members, and the Inspire and City of Cocoa project teams.

Diamond Square Community Redevelopment Area – Public Engagement Summary

The Engagement Boards/Activities presented included the following and can be found in the Appendix of this memo:

- PowerPoint presentation
- Community Redevelopment Agencies 101
- Tax Increment Financing 101
- Where do you Live / Work / Play?
- CRA Prioritization board
- What would you like to see in the Community Redevelopment Area?
- Placemaking in the Community Redevelopment Area should feature...
- Share Your Thoughts...

WHAT WE LEARNED:

The **Live / Work / Play** board prompts participants to discuss with the project team if they live in the CRA and for how long, if they work in the area or own a business in the CRA, and what attracts them to the CRA otherwise. We learned that several attendees both live and work within the CRA, or just outside of the boundaries. Participants often visited Provost Park or Joe Lee Smith Community Center for recreation or regularly attended one of the many churches within the CRA. Many attendees also noted that they often visit the Cocoa Historic Village for leisure.

The **Prioritization** board asked participants what the Agency should prioritize, which resulted in the following ranking:

1. Public Spaces
2. Housing options
3. Infill development
4. Attracting visitors
5. Resilience

Participants felt very strongly about wanting better placemaking within the CRA, in addition to safer street design. Participants also felt there was a lack of housing options, denoting single-family housing as not satisfying the demand for missing middle housing, as well as a need for housing façade improvements. Next, alongside improved public spaces, participants hoped for improved commercial façades and options, including more local businesses and a grocery store in the CRA. Participants spoke to the need for infill development and improved public spaces as being crucial to attracting visitors. Lastly, participants recounted several areas where flooding is an issue and they'd like to see better utility and stormwater infrastructure.

Diamond Square Community Redevelopment Area – Public Engagement Summary

The **Placemaking** board prompted participants preference for what kind of placemaking features they would like to see within the CRA. The board provided placemaking features that are implemented through transportation infrastructure, landscaping, public programming, or even private investment. The features were ranked as follows:

Placemaking Preferences			
1	Public Transit (8)	11	Pocket Parks (3)
2	Improved Landscaping (6)	12	Outdoor Plaza (3)
3	Family-friendly Activity Areas (5)	13	Festival Street (3)
4	Decorative Lighting (5)	14	Sports Facilities (2)
5	Cultural Signage (5)	15	Food Truck Parks (2)
6	Open-air Market/Pavilion (4)	16	Architectural Interest (2)
7	Community Center Enhancements (4)	17	Picnic Areas (2)
8	Gateway (4)	18	Public Art/Murals (1)
9	Pedestrian Walkway (3)	19	Outdoor Dining (1)
10	Walking/Biking Trail (3)	20	Corner Stores (0)

Participants noted public transit as being the area where improvements were most needed, specifically with more installations of bus shelters, benches, and service information. Several of the preferred placemaking features could be achieved through a comprehensive streetscape improvement project that would address the desire for Improved Landscaping, Decorative Lighting, Cultural Signage, Gateways, Pedestrian Walkways, Walking/Biking Trails, and a Festival Street. Equally, the desire for safe and inclusive destinations is evident as Family-friendly activity areas is the third most desired placemaking feature, along with an open-air market, pocket parks and outdoor plazas.

The “**What would you like to see in the CRA...**” board extended beyond just placemaking features, and more into focus areas including local businesses, programming, and mobility preferences. The “Neighborhood Improvements” segment affirmed the community’s desire for an improved public realm through street trees, lighting, and landscaping, as well as the strong desire for housing options beyond single-family housing. Additional comments included the need for proactive preventative crime deterrent design strategies in the public realm.

The “Local businesses” segment indicated a strong desire for health facilities, as well as storefront façade improvements. Notably, corner stores did not receive any votes both in the placemaking features board and this board – this is due to the perception that the existing corner stores are often attracting unwanted behavior thereby deterring visitors in the area. Crime Prevention Through Environmental Design (CPTED) design principles should be integrated throughout the CRA.

The results of the “Programming” segment leaned more towards organized and programmed features such as a farmer’s market and community events rather than open/self-guided features such as parks & open space, or a community garden. This may be due to the existing large areas of land being widely underutilized or vacant, and a concern of open spaces ultimately being unkept or attracting unwanted behavior. Additionally, participants noted most events that residents attend occur outside of the Diamond

Diamond Square Community Redevelopment Area – Public Engagement Summary

Square CRA boundaries. The desire to have events or destinations that residents can walk and bike to was mentioned by participants on multiple occasions.

Lastly, the “Mobility” segment reaffirmed the community’s desire for improved bus stop facilities and services. The participants noted a widespread desire for safer pedestrian infrastructure that included protected crosswalks, wider sidewalks, and protected bike paths, particularly along larger corridors.

The **Share Your Thoughts** was an open-ended board that allowed participants to leave general comments. Many of the comments speak to consistent themes such as the need for affordable housing, general neighborhood maintenance, concerns of safety, and a desire for more destinations. The comments were as follows:

- Neighborhood watch
- Affordable housing with amenities to support the community
- Intergenerational public spaces & programming
- Complete the road work
- Businesses need to paint and keep up exterior façade
- Grocery store
- Owner-occupied housing
- Restaurants
- Medical facility
- Bring a local college hub to the area

STAKEHOLDER INTERVIEWS:

Several stakeholder interviews were conducted during the Open House held on September 25th, 2024 at the Dr. Joe Lee Smith Community Center. When describing the Diamond Square Community Redevelopment Area (CRA), stakeholders recount the Diamond Square CRA as having once been a vibrant neighborhood with restaurants, businesses, and visitor attractions. Some stakeholders attributed the decline in Diamond Square to the urban renewal movement, which led to businesses closing, residents being displaced, as well as deterioration and crime.

However, stakeholders felt that in recent years, the CRA board has been productive, and successful in coining new opportunities and listening to the residents. Residents are beginning to notice growth and improvements made throughout the CRA and have begun to rebuilt trust, although stakeholders agreed there was still work to be done. Multiple stakeholders mentioned that **improvements in publicity of the many programs and opportunities the City and CRA have to offer will help to continue rebuilding trust with Diamond Square residents** and thereby improve the perception of the neighborhood. Stakeholders pointed out the **need for capacity building and establishing partnerships with other organizations to secure funding and support long-term goals.**

There is strong support for the various community organizations that serve as pillars in Diamond Square. **Operation New Hope**, for example, was mentioned for its role as a one-stop shop for residents seeking assistance. Another key asset is the **Leon and Jewel Collins Museum of African American History and**

Culture, which plays an important role in celebrating and preserving the community's rich history. The **Joe Lee Smith Community Center** was mentioned positively by several participants, particularly for the youth programs it offers. Local parks—**Provost Park** and **Gilmore Community Park**—were recognized as important public spaces, albeit could benefit from additional amenities, increased safety measures, and more programming to better serve the needs of all age and ethnic groups present in the Diamond Square CRA.

A significant focus was placed on housing for many reasons. The community members expressed pride in the Residential Paint and Beautification Grants, the First-Time Homebuyer Assistance Program, as well as the Michael C. Blake subdivision, which offers affordable housing. Residents recognized the potential for these programs to make a significant impact but also highlighted the need to increase awareness and participation. However, one notable challenge discussed was the lack of age diversity in the neighborhood. Many younger residents had moved away, partly due to affordability issues, but also because the area lacks housing types that appeal to them. This issue had re-emerged as there seems to be renewed interest for younger generations to return or stay in the neighborhood. The majority of the CRA's housing stock is single-family residential so there is a **strong desire and need for missing middle housing options**, such as townhomes, duplexes, live-work units, and multifamily buildings that can accommodate a diverse range of age, income levels, and household sizes. Further, residents are interested in **programs and partnerships that will help them increase incomes**, enabling more people to afford housing within the CRA. They suggest that the CRA should look into partnerships with schools, organizations, and businesses to create opportunities for local residents to build skills and access higher-paying jobs.

Another issue raised was the **lack of awareness and proper dissemination of information regarding the programs and opportunities** offered by the City and CRA. Many stakeholders indicated that while there are good programs in place, residents often don't know about programs or how to access them. This information gap was especially concerning for the elderly population, with some suggesting that a lack of technological literacy may be a barrier to reaching this demographic. Stakeholders also mentioned a lingering distrust in the CRA, stemming from a history of perceived lack of transparency regarding how the CRA and City operate. To address these concerns, several participants recommended **leveraging the network of churches and other community organizations within the neighborhood as trusted sources** for sharing information about programs and events occurring in the community.

Residents are eager to see an increase in sit-down restaurants, both chain and local, retail options, as well as other supporting businesses such as a bank and healthcare facility. In terms of recreation and public spaces, residents are looking for additional amenities such as a **community pool**, more **programmed events** in the parks, and safer, more engaging spaces for teens. High school dropout rates and increasing involvement of young people in problematic behavior were raised as concerns. Stakeholders stressed **the need for more recreational and educational programs that could engage youth, encourage positive community involvement, and provide alternatives to undesired behavior**. There is a desire to see more **entertainment options**, including a **movie theater** and spaces for music and community festivals—particularly **jazz, Latin, and gospel** events. The **return of the MLK and Juneteenth festivals** was also mentioned as an important cultural event that should be brought back to the community. Overall, residents hope to have more intergenerational entertainment opportunities within walking distance in their community.

The absence of sufficient commercial development was identified as a critical barrier to neighborhood revitalization. There is a clear need for more businesses to be located in the CRA, but many stakeholders noted that the **existing building stock and lack of mixed-use zoning and other development regulations limit opportunities for commercial growth**. Additionally, several business owners are **not maintaining their properties, leading to vacant storefronts, overgrown lots, and a general sense of neglect**. This, in turn, affects the overall perception of the CRA, deterring new businesses and residents from entering the area. Loitering and unwanted activity in front of businesses was also highlighted as a challenge that affects safety and makes it difficult for the community to attract visitors or new businesses.

While there is a clear vision for the kinds of businesses and amenities residents want, there were also strong objections to certain types of establishments. The community expressed a strong desire to avoid alcohol establishments, gas stations, hookah bars, smoke shops, corner stores, car washes, service stations, and marijuana dispensaries, all of which were seen as potentially contributing to unwanted activities and loitering. Residents are looking for businesses that contribute to the community's vibrancy rather than detract from it.

Several stakeholders raised concerns about crime, loitering, and homelessness within the neighborhood, contributing to a negative perception of the CRA. One approach to enhancing the community's safety and perception was the **use of Crime Prevention Through Environmental Design (CPTED) principles**, which focus on designing the built environment in ways that naturally deter criminal activity. This could include improvements such as better lighting, increased visibility, and maintaining well-kept properties. Beautification efforts and improved property maintenance were also suggested as effective strategies to not only enhance the neighborhood's aesthetic appeal but also **foster a greater sense of pride and ownership among residents**. While some residents have received grants for home improvements, many others, particularly senior homeowners, continue to struggle with maintaining their properties.

Transportation and connectivity were also highlighted as important areas for improvement. There is a need for more **bus stops**, an upgraded **bus depot**, and additional **bus shelters** to enhance access to public transportation. The community also expressed interest in having more **pedestrian-friendly commercial corridors** and the potential for **mixed-use development** along key streets such as King Street, Rosa L. Jones Drive, and Stone Street, which was once the commercial hub for the neighborhood. There is also a specific concern about safety along Fiske Boulevard, particularly at major intersections like SR 520 (W. King St.) and Peachtree St., which could benefit from a **Complete Streets redesign** to achieve improved safety, walkability, and make the public realm more inviting and accessible for all ages. It's important to note that Peachtree St. was redesigned as a Complete Street in 2015, and Stone St. was upgraded to a Complete Street in 2018. Before these projects, the streets lacked sidewalks and connectivity.

In conclusion, while Diamond Square faces some challenges, stakeholders are hopeful that with continued **targeted investments and efforts** in communication, housing options and affordability, public realm enhancements, business attraction, and capacity building, the **CRA can restore its potential as a vibrant and thriving community**.

**Diamond Square
Community Redevelopment
Area**

**Open House Materials &
Public Input**

September 25, 2024

JOIN US FOR AN OPEN HOUSE!



Join us for a Diamond Square Community Redevelopment Agency (CRA) Open House. Members of the community are invited to learn about the CRA, the Community Redevelopment Plan update, and provide input on types of projects and programming they would like to see in the Diamond Square Community Redevelopment Area.



September 25, 2024



11 am - 7 pm



**Joe Lee Smith
Community Center**
415 Stone St., Cocoa, FL 32922

Visit the project website to learn more!



SCAN HERE!

www.inspire-engagement.com/diamond-square-cra-plan

City of Cocoa
Community Services Dept.
ATTN: Ryan Browne
65 Stone St.
Cocoa, FL 32922





Diamond Square CRA Redevelopment Plan Open House

Diamond Square Community Redevelopment Agency

CRA Established: March 1998

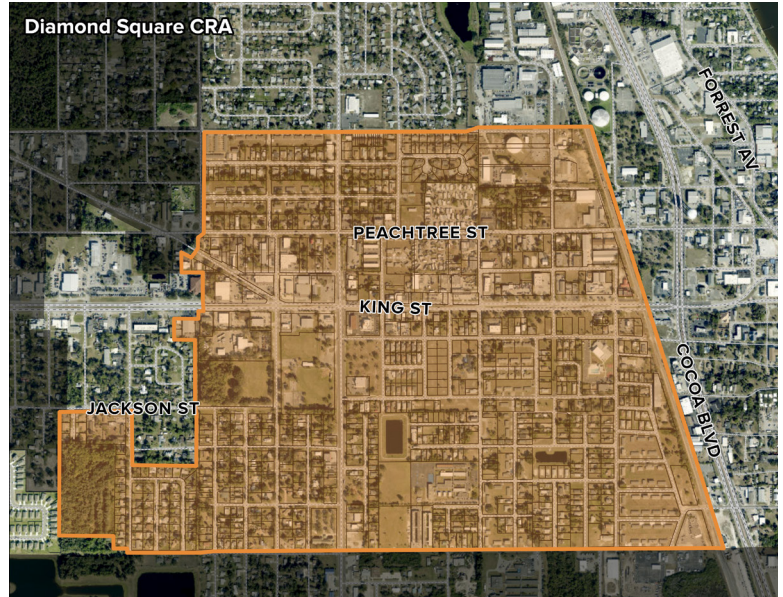
CRA Size: 431 acres

Operational Timeframe: Sunsets in 2032

CRA establecido: Marzo de 1998

Tamaño del CRA: 431 acres

Agencia Termina: 2032



What is a CRA?

An agency whose goal is to improve defined areas by reinvesting local property tax revenue in the area. A CRA benefits the entire community by eliminating blight, building wealth, & addressing the quality and inclusiveness of growth.

¿Qué es una Área de Reurbanización Comunitaria (CRA)?

Una Agencia cuyo objetivo es mejorar áreas designadas a través de reinvertir los impuestos de propiedad locales del área. El CRA beneficia a la comunidad eliminando el deterioro urbano, generando riqueza, y mejorando la calidad y la inclusividad del desarrollo.

CRA's address the presence of:

blight, deterioration, and economic underdevelopment in specific regions. They focus on revitalizing areas suffering from issues like substandard infrastructure, inadequate housing, high crime rates, and economic stagnation. The goal is to encourage investment, improve living conditions, and stimulate economic growth in these designated areas.

Las CRA's abordan la presencia de:

la degradación, el deterioro urbano y el subdesarrollo económico en regiones específicas. Se centran en revitalizar zonas que sufren problemas como infraestructuras deficientes, viviendas inadecuadas, altos índices de delincuencia y estancamiento económico. El objetivo es fomentar la inversión privada, mejorar las condiciones de vida y estimular el crecimiento económico en esas zonas.





Diamond Square CRA Redevelopment Plan Open House

How does a CRA address these issues?

By creating a Community Redevelopment Plan that guides the use of Tax Increment Financing (TIF) to pool local property tax revenue and spend it in a way that addresses the specific needs of the designated area..

¿Cómo responde la Agencia a estos temas?

Mediante la creación de un Plan de Reurbanización Comunitaria que oriente el uso del Financiamiento del Incremento de Impuestos (TIF) para reunir los ingresos de impuestos de propiedades locales y utilizarlos para abordar las necesidades específicas del área designada.

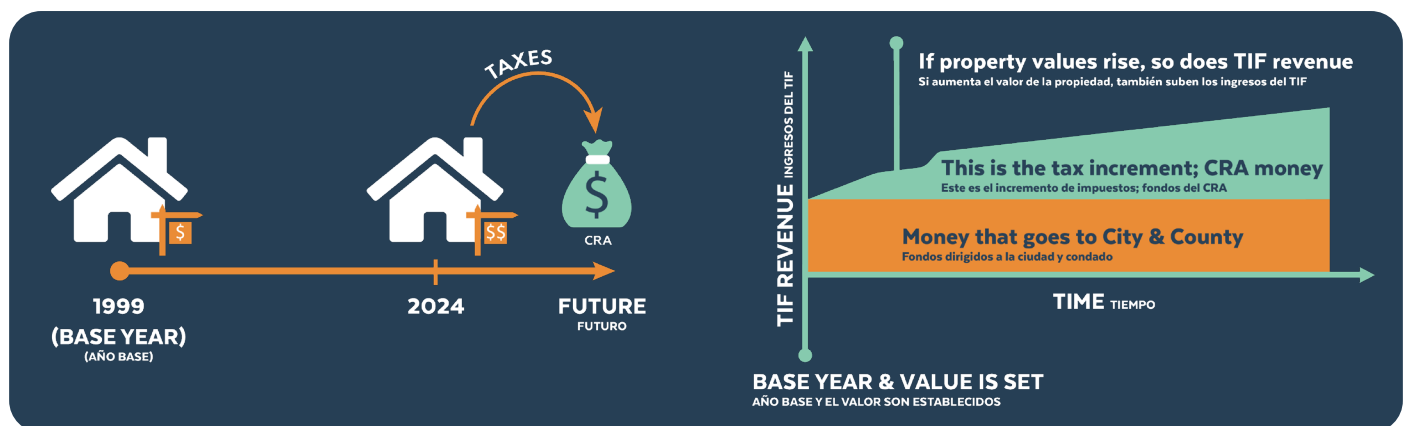


What is Tax Increment Financing (TIF)?

- As property values within the CRA boundaries increase over time, the additional property tax revenue collected is referred to as the “TIF” and funds the projects established in the Community Redevelopment Plan.
- TIF funded projects and programs encourage private sector investment within the CRA

¿Que es el Financiamiento de Incremento de Impuestos (TIF)?

- A medida que el valor de las propiedades dentro de los límites de la CRA aumenta con el tiempo, los ingresos de impuestos adicionales sobre la propiedad recaudados se denominan “TIF” y financian los proyectos establecidos en el Plan de Reurbanización de la Comunidad.
- Los proyectos y programas financiados por el TIF fomentan la inversión del sector privado dentro del CRA - las inversiones privadas generalmente siguen a las inversiones públicas /del CRA



CRA 101



CRA 101

What is a Community Redevelopment Area (CRA)?

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CRA 101

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CRA 101

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CRA 101

Things CRAs Can Pay For:

Cosas que puede pagar la Agencia:



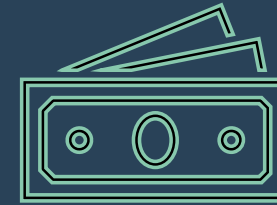
Capital Expenditures

Gastos de Capital



Incentives & Grants

Incentivos y Subvenciones



**Cost Sharing /
Allocation for Services**

*Cofinanciación y
Asignación de servicios*



Land Acquisition

Adquisición de Tierras



Community Policing

Vigilancia Comunitaria



CRA 101



Community Redevelopment Plan is the Blueprint of the CRA

- If a program or project is ***not*** contained in the Plan it ***cannot*** be undertaken.
- Can only do projects in the plan, in the budget, and in the CRA area.
- Strategic planning is key to carry out the plan.



El Plan de Reurbanización Comunitaria es el plan de acción para la Agencia

- *Si un programa o proyecto **no está** incluido en el Plan **no se puede** ejecutar.*
- *Sólo puede realizar proyectos que estén en el plan, en el presupuesto, y en la zona CRA.*
- *La planificación estratégica es clave para llevar a cabo el plan.*



TAX INCREMENT FINANCING (TIF)



What is Tax Increment Financing (TIF)?

- As property values within the CRA boundaries increase over time, the additional property tax revenue collected is referred to as the “TIF” and funds the projects established in the Community Redevelopment Plan.
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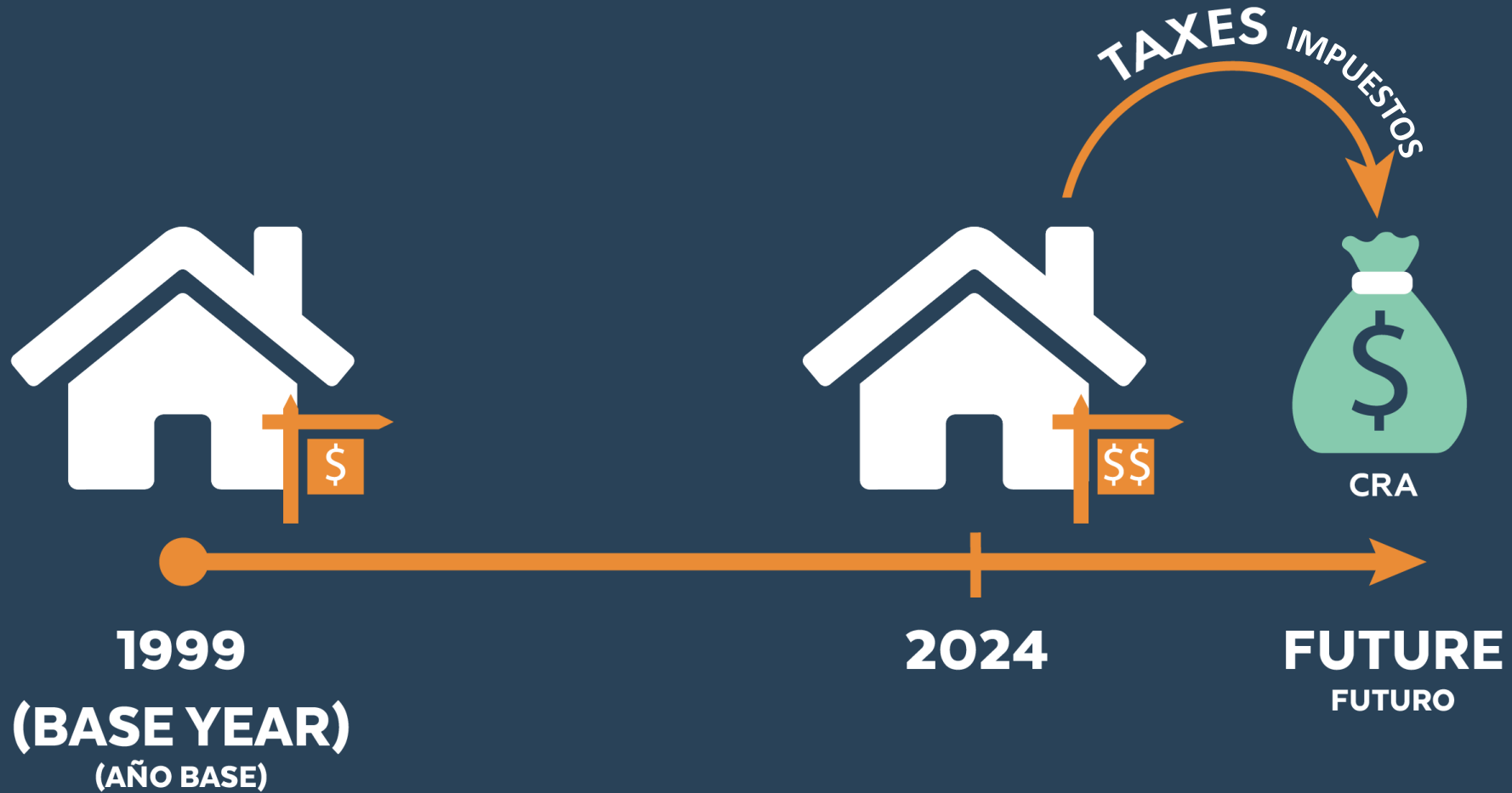
CRA 101



BASE YEAR & VALUE IS SET
AÑO BASE Y EL VALOR SON ESTABLECIDOS



CRA 101



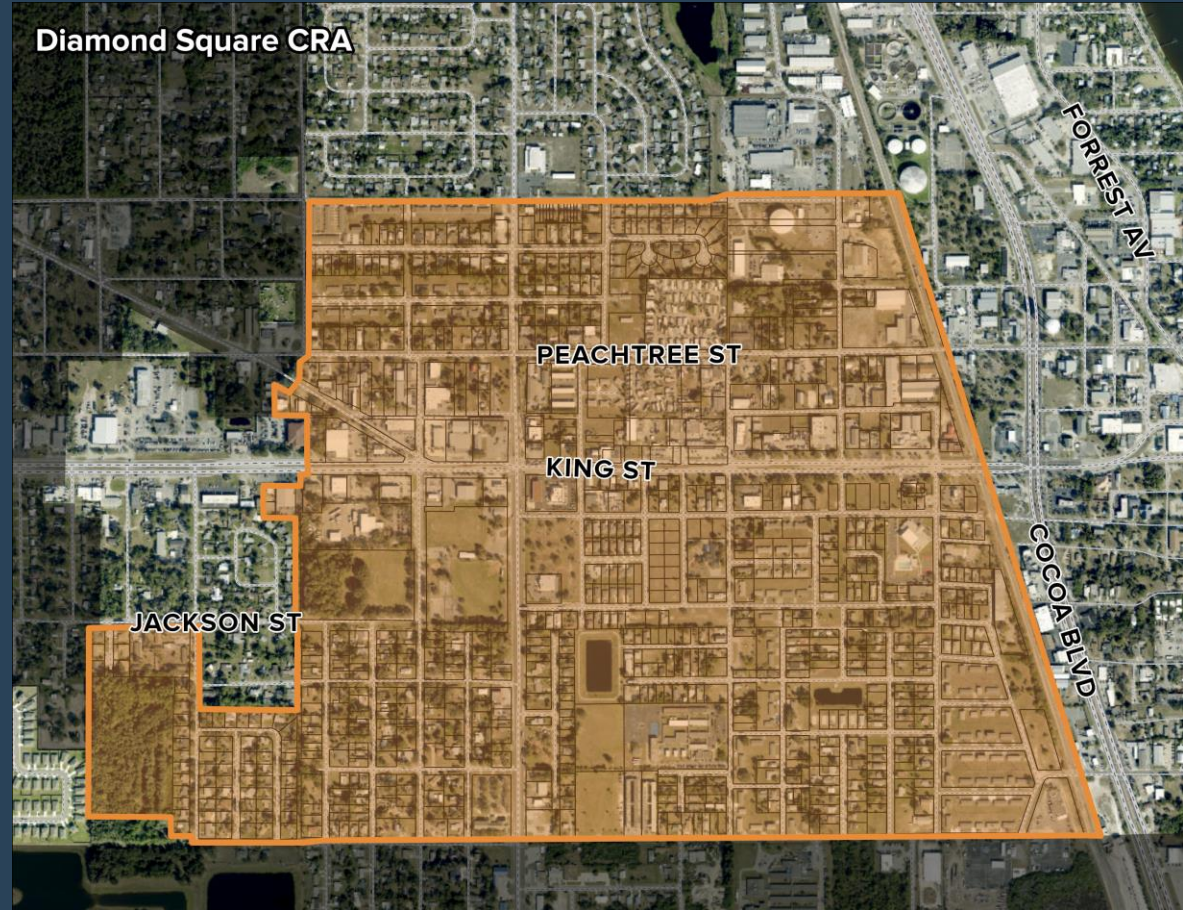
DIAMOND SQUARE CRA

Established:
March 1998

Operational Timeframe:
Sunsets in 2032

Area:
431 acres

*Approximately 63 acres of vacant
parcels*





SIGN IN SHEET

Name (first and last)	Email
Pracy Moore	rcptm@bellsouth.net
JAMAR BARK	jbeck@inspireplacemaking.com
Ruth L. Williams	ruthie.williams61@yahoo
Larry J. Brown	Brow3093@bellsouth.net
Jesse Hall	Jesse@placepres.com
Lynette Brown	NO EMAIL
Dean Williamson	Dean Pastor dean@coconabaptist.org
Devin C. Ford	dels-1121@yahoo.com
Marlin Ross Smith	mSmith4412a@gmail.com
Laura J. Brown	
Jackie Isom	
Tonya Robinson	



SIGN IN SHEET

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DIAM. DIST.
Cocoa CRA Community Redevelopment Plan Update

Stakeholder Interviews

September 26, 2024

INTERVIEW NOTES:

Briefly tell us about yourself and your involvement with the Cocoa CRA: *Marlin Ross Smith*
married for 32 yrs, no children, fur baby, live Cocoa
Resident for 33 yrs, CRA member almost 4 yrs

The metropolitan Church - video announcement

How would you describe the Cocoa CRA?

Improving -
Being more strategic w/ plans
Voices is being heard more
Starting to regain the trust of our community

Challenges:

- 1) Income - job opportunities offering income to afford home purchase*
- 2) Affordable homes*

Assets:

Paint grant / facade grant
1st time home buyer.
Inter generational

Areas of Focus:

Increasing participation in the 1st time home buyers prog
Partnering w/ school + business to offer benefits D's ^{working} residents
(ex. operation New Hope) - one-stop shop; has infrastructure
offer benefits to increase income so residents can buy
affordable housing

Desired Industries/Businesses:

Family restaurant (sit down)

Undesired Industries/Businesses:

Alcohol

Desired Amenities/Public Realm Improvements:

Enlarging ^{widening} sidewalks for bikes, golf carts
Additional parking at parks

Opportunities/Opportunity Sites:

Largest achievement or biggest representation of the Cocoa CRA:

Veteran Homes
Milce ~~Blake~~ Blake Subdivision
Sargol -

Ideas for the Cocoa CRA:

Some churches do text alert or app notification

How would you like to describe the Cocoa CRA in the future?

Impactful
Caring
Inclusive

Questions: Stakeholders

VA

NCAAP

Masons

Top Ladies of Distinctions

Sororities & Fraternities

Volunteers of America - Johnny Woodberry

jwoodberry@voa-fla.org



DIAM. DIST.

~~Cocoa CRA~~ Community Redevelopment Plan Update

Stakeholder Interviews

September 26, 2024

INTERVIEW NOTES:

Briefly tell us about yourself and your involvement with the Cocoa CRA:

Jackie Isom, Boardmember-Diamond CRA Advisory Board

How would you describe the ~~Cocoa~~ ^{Diamond Square} CRA?

- Productive
- Board tries to come up w/ what's next for the opportunity
- Need better outreach/communication about grants + programs provided

Challenges:

- not enough people notified about opportunities
- ~~commercial~~ lack of commercial/business
- need beautification
- homelessness
- Empty storefronts
- overgrown property

Assets:

Museum - celebrating history,
Center - reaching out to kids

Areas of Focus:

- Public spaces
- Commercial stores (grocery store)
- restaurant & options

Desired Industries/Businesses:

- bank

Undesired Industries/Businesses:

- hookah bars
- gas stations, 7-11, dollar generals

Desired Amenities/Public Realm Improvements:

- Parks with safety measures

Opportunities/Opportunity Sites:

- ~~Commercial~~ pedestrian friendly commercial spaces
- Message Board to entice ^{invite} visitors, let them know what's happening

Largest achievement or biggest representation of the ~~Cocoa~~ ^{Diamond Square} CRA:

- Provost Park + Gilmore Park
- Affordable + Veteran ~~to~~ Housing
- Re-doing community center

Ideas for the ~~Cocoa~~ ^{Diamond Sq} CRA:

Diamond Square

How would you like to describe the ~~Cocoa~~ CRA in the future?

- Place where to come
- enticing people to come to Diamond Square
- need entertainment

Questions:



Sat @ 7pm

Diamond Square CRA Community Redevelopment Plan Update

Stakeholder Interviews

September 26, 2024

INTERVIEW NOTES: Tracy Moore CRA Chair.

part of AECOM

She created a bureau for the News in Cocoa

Briefly tell us about yourself and your involvement with the Diamond Square CRA:

Old Joe Lee Smith is still an issue - the County didn't keep it up.

Previous Plan Update - reached out to groups that usually didn't show up

They were able to accomplish much of what was in the Plan - Didn't accomplish: Business Incubators

How would you describe the Diamond Square CRA?

Did Accomplish

- There was a vote to potentially end the CRA (?) 2018

Infrastructure

Housing

Sustainability

Should be a focus.

- They used to come out to the meetings to complain but not as much as they see the center and the improvements

Groups: Captain Hooks

Don't like a lot of talk - like action

Transparency with Implementation

* One of the Pearls of Cocoa. Still need to discover its potential. The Community used to be vibrant with restaurants and stores. When it was designated as a CRA. We have not wiped out the culture. The Mayor lives in Diamond Square - Diamond Square used to be where you went

* You can criticize but you still need to harmonize *

A video was played that attracted many stakeholders to the meeting.

Samantha made the video.

1998-2032

* Gang and Crime was very bad here

Michael E Blake homes was a housing group and it had the worst crime it was

- People are coming back in.
- Housing - multi-family Habitat.
- Apartment. - 524 expansion.

Assets: Community Center

Pleasant Park

Jewel Collins African American Museum

Seniors - long time residents / cheerleaders

PAL Program (Police Athletic League)

Challenges - Communication; Distrust / Capacity Building, Partnerships ~~DI~~ - Leverage & Layer.

Seniors took advantage of the beautification program.

Areas of Focus:

Businesses - Facade Program

Signage / wayfinding

Seniors - pharmacy

- games green spaces

- get them outside

- moving - and keeps them moving.

Desired Industries/Businesses:

little programming here

transportation for our senior

DART

~~HEART~~ Can't get them over here.

Grocery Store

Movie Theatre.

center Teen Center.

Intergenerational.

Restaurants - ~~one~~ chain and mom and pop.

- Themed Restaurants.

Hispanic population. Interge-

Undesired Industries/Businesses:

- Smoke Shops

- Dispensaries

Desired Amenities/Public Realm Improvements:

Bus Stops
Community Pool
Sidewalks

Opportunities/Opportunity Sites:

- Stone St. - used to be the Hub
- Anything off Rosa Jones
- Maybe live/work.

Bright Line - need to coordinate connections to/from the stop.

Largest achievement or biggest representation of the Diamond Square CRA:

This Center
The Museum
The Housing
The Homeless Village for the Veterans

Ideas for the Diamond Square CRA: Signs for Joe Lee Smith
Borders - Every corner was identified by
Historic Area
Lincolnvillle Wayfinding

How would you like to describe the Diamond Square CRA in the future?

- Younger members mix w/ young & old
- Diverse
- more \$

Diversity in Professions

- lawyers
- business people
- Art

Questions:

- * Need more mixed-use zoning
- Need the City to pay more attention - sometimes the community goals aren't captured as they are.
- Needs improvement.



Diamond Square CRA Community Redevelopment Plan Update

Stakeholder Interviews

September 26, 2024

INTERVIEW NOTES:

Briefly tell us about yourself and your involvement with the Diamond Square CRA:

^{CRA}
Brenda, board member 2024-2025
FOX

How would you describe the Diamond Square CRA?

- Good programming, need for people to take advantage of the opportunities
- Not a place people are coming to,
- appearances / facades are not greats
- ^{some} owners not taking care of properties

Challenges:

Assets: - Good programming + opportunities
- affordable housing
- parks - (need to update bathrooms)

Areas of Focus: - Intersection of Fiske + 520, Fiske + School, Fiske + Peachtree need to be maintained, areas of business
- ~~to~~ Controlling the loitering in front of businesses (~~to~~ along Fiske)

Desired Industries/Businesses:

- Health facility
- Affordable homes (townhouses, condos, multifamily) to rent

Undesired Industries/Businesses:

- service stations
- car wash
- car dealerships

Desired Amenities/Public Realm Improvements:

- landscaping improvements
- bus depot
- bus stops, shelters from rain
- facade improvements (commercial + residential)
 - paint, soffits,

Opportunities/Opportunity Sites:

- Fiske + 920 vacant corners (service station + flower shop location)
- vacant area West of Juniors Holley Carbs
- Gilmore Park area - multifamily housing

Largest achievement or biggest representation of the Diamond Square CRA:

Affordable housing on Stone St from Mango Ave to Blake Ave
- missing middle

Ideas for the Diamond Square CRA:

- sidewalk gaps, street redesign
- business facade - marketing to ^{building} owners - how to get people to apply
- people don't know but when they do, they see it successful
- notifications through churches

How would you like to describe the Diamond Square CRA in the future?

- more businesses - local entrepreneur support
- planned activities for the community, sports / recreational programming for kids

Questions:

- Juneteenth festival was well attended but then moved to Downtown
- MLK in January festival
- Jazz concerts - open air, live music
- Gospel concerts
- * events within CRA area



Diamond Square CRA Community Redevelopment Plan Update

Stakeholder Interviews

September 26, 2024

INTERVIEW NOTES:

Briefly tell us about yourself and your involvement with the Diamond Square CRA:

LARRY, DS CRA Board member 2020-2028
BROWN

Brow3093@bellsouth.net

How would you describe the Diamond Square CRA?

Blight - landscaping; lighting; home maintenance
paint & landscaping
for any

~ 25 vacant parcels -
others will be dev'd thru
affordable housing

Challenges:

Affordable housing
desemination of information - communication
- difficulties w/ access to tech/education

Assets:

Joe Lee Smith Comm. Center
Provost Park

Stigma / image that needs improvement

Crime - high school dropouts, young kids

↓
GED programs

↓
recreation

missing age 16-30 - not age diverse; on
extremities

Areas of Focus:

Provost + Larry Gilmore Park -

* lighting

• bathrooms

• maintenance

• pedestrian walkway / accessibility
starting from Barbara Jenkins to Stone - FDOT Project

Desired Industries/Businesses:

restaurants

• better laundromats

Undesired Industries/Businesses:

- corner stores attract undesired activity
- lack of pride of ownership of stores / businesses
- better policing
- smoke shops -

Desired Amenities/Public Realm Improvements:

- make pool open times less limited (only open Sundays 1-5pm)
 - benches along sidewalks
 - access to wifi - computer access at Joe Lee
is better
- advertising of amenities

Opportunities/Opportunity Sites:

- state grants for non-profit facades
- vacant parcels - mini-park
- new community gardens - need to get word out
↳ another at Moore center
- farmers market

Largest achievement or biggest representation of the Diamond Square CRA:

Affordable housing

+

Female vets housing

wawa + Dollar General + Dunkin

Ideas for the Diamond Square CRA:

- yard signs, church notices
- rebuilding trust + communication
- pastors roundtable / stakeholder meeting

How would you like to describe the Diamond Square CRA in the future?

- get the same attn, place value, as downtown does
- hands on, on the ground person
 - ↳ yard signs, on JLS electric board

Questions:



Diamond Square CRA Community Redevelopment Plan Update

Stakeholder Interviews

September 26, 2024

INTERVIEW NOTES:

Briefly tell us about yourself and your involvement with the Diamond Square CRA:

Property (commercial) owner & business -
George + Jessica (Realty)

←
Juniors

How would you describe the Diamond Square CRA?

(look @ new apartments) - 300 close to
Diamond Square -

Challenges:

Perception of Cocoa -
↳ needs to be promoted properly -
↳ should be a media campaign -

huge.

Assets:

#1. City of Covva should purchase the 3 properties on Stue + railroad for aesthetics, safety, & not to impair

Areas of Focus:

↳ allms for parking & buses.

Desired Industries/Businesses:

#2. US 1 & 520 Corridor
vacant land for sale -
would like to see
a nice food store that
caters to the community
needs & have a good
unit -

Undesired Industries/Businesses:

Small food
Jewish deli/bakery
Mexican.

Desired Amenities/Public Realm Improvements:

- things that improve the livability
- multi-use paths, amenities

Opportunities/Opportunity Sites: more amenities for the
community, public spaces, better elements
to support transit - bus stops,
parks -

Largest achievement or biggest representation of the Diamond Square CRA:

Ideas for the Diamond Square CRA:

How would you like to describe the Diamond Square CRA in the future?

Questions:



Diamond Square CRA Community Redevelopment Plan Update

Stakeholder Interviews

September 26, 2024

INTERVIEW NOTES:

Briefly tell us about yourself and your involvement with the Diamond Square CRA:

her son is on the board

How would you describe the Diamond Square CRA?

- things have done ~~backing~~ backward -
- doesn't have the programming
- elderly need something to do in the night
- basically all houses so there's not really a place to open a business + land costs one too -

Challenges:



- Used to be a brown community -
business district on Stone & on Blake -
the city & local gov. condemned the land
not the buildings - but displaced the
Black community -
- did that to the railroad -
 - Mrs. Brown had a grocery, butcher,
& ice house - w/ 2 apts upstairs
& had a two bedroom house in the
back -
 - he did well - they had a driver -
they were headed to be a Wall Street -
Still attends the church @ Stone & Blake -
- family was there from the 1800's -
all her ancestors are buried in the
Cemetery.

Assets:

the churches & Seabrook
community kitchen -

Areas of Focus:

- some drainage problems
- policing / crime reduction -
including where they have
built new homes — in Orlando

one of the app. housing units has
been a substitute.

Desired Industries/Businesses:

Undesired Industries/Businesses:

- people need an education,

Desired Amenities/Public Realm Improvements:

- some pretty high level community services - -
a lot of people don't know that they are eligible for

Opportunities/Opportunity Sites:

Largest achievement or biggest representation of the Diamond Square CRA:

Doesn't really feel they have been able to do a lot!

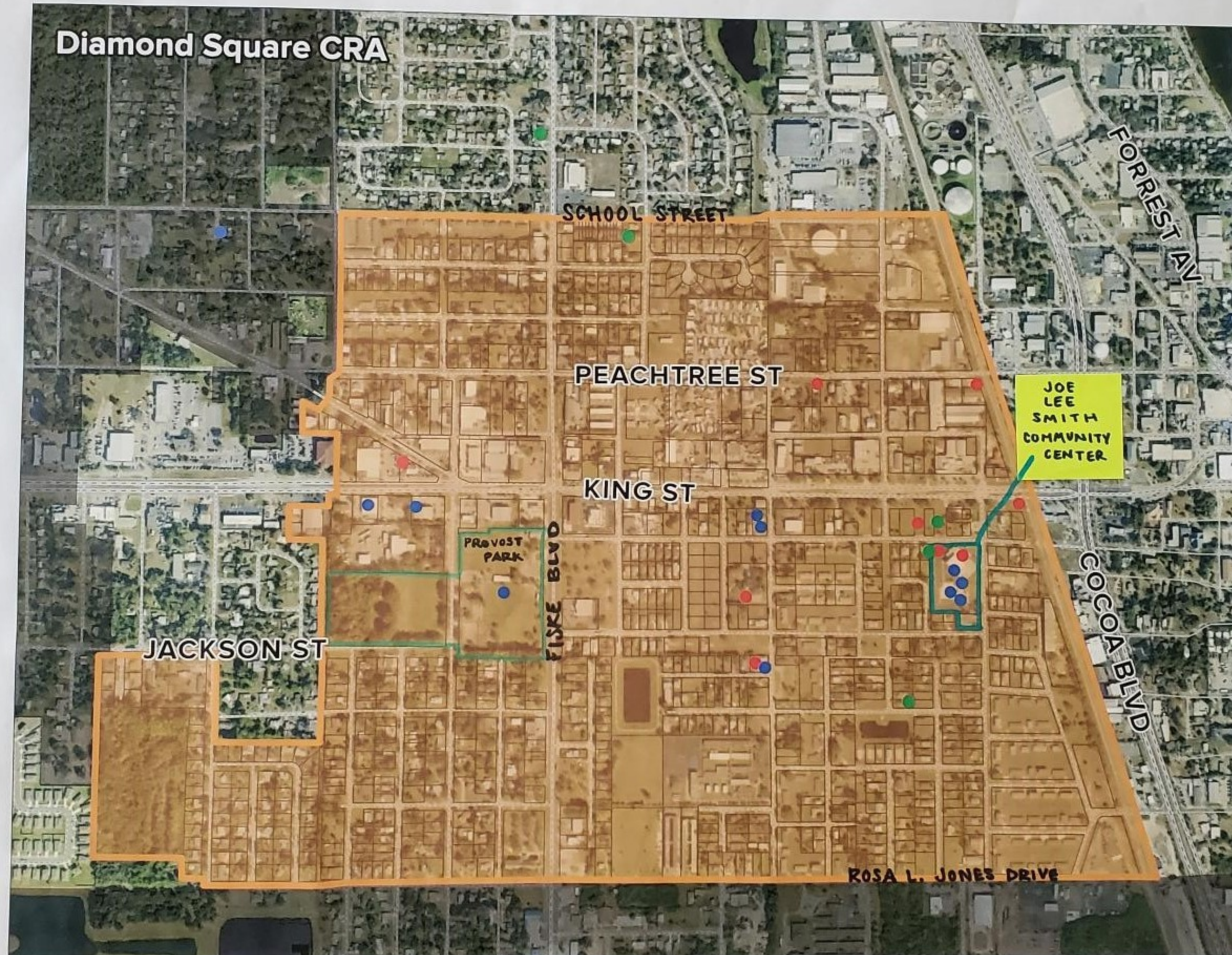
Ideas for the Diamond Square CRA:

How would you like to describe the Diamond Square CRA in the future?

Questions:

Where do you Live/Work/Play?

¿Dónde vives? ¿Trabajas? ¿Juegas?



● Live
Vivir

● Work
Trabajar

● Play
Jugar



New development in the CRA should be...

El nuevo desarrollo en el CRA debe ser...

Share your thoughts!

Comparta sus ideas

Neighborhood Watch

Affordable Housing with amenities supporting the community

Intergenerational Public Spaces & Programming

COMPLETE ROAD WORK

Businesses need to paint & keep up exterior

Restaurants

Grocery Store

Owner Occupied Housing

Medical Facility

Bring a local college hub to the area





Placemaking in the Diamond Square Community Redevelopment Area should feature...

Pick your TOP 5 Choices
Elija sus 5 mejores opciones

El Área de Reurbanización Comunitaria de Diamond Square debe ofrecer los siguientes...

Open Air Market / Pavilion 	Mercado Abierto / Pabellones ● ● ● ● ●	Community Center 	Centro Comunitario ● ● ● ● <i>Improved landscaping useful civic center for social services</i>	Gateway 	Portal de Entrada ● ● ● ● ●	Pedestrian Walkways 	Caminos Peatonales ● ● ●
Improved Landscape 	Mejora de paisajismo ● ● ● ● ●	Cultural Signage 	Señalización cultural ● ● ● ● ●	Walking/Biking Trails 	Senderos para peatones y ciclistas ● ● ● ● ●	Decorative Lighting 	Iluminación decorativa ● ● ● ● ●
Corn er Stores 	Bodegas ● ● ● ● ●	Public Art/Murals 	Murales y obras de arte público ● ● ● ● ●	Picnic Areas 	Áreas para Picnic ● ● ● ● ●	Outdoor Dining 	Comedor al aire libre ● ● ● ● ●
Designated Food Truck Park 	Áreas designadas para Food Trucks ● ● ● ● ●	Pocket Park 	Mini-parques ● ● ● ● ●	Architectural Interest 	Interés arquitectónico ● ● ● ● ●	Public Transit 	Transporte público ● ● ● ● ●
Family-Friendly activity areas 	Áreas para actividades familiares ● ● ● ● ●	Outdoor Plaza 	Plazas abiertas ● ● ● ● ●	Festival Street 	Calle para festivales ● ● ● ● ● <i>dead end streets at railroad tracks</i>	Sports Facilities 	Centros Deportivos ● ● ● ● ●

*Need
Shelters
at Bus
Stops*



What would you like to see in the Diamond Square Community Redevelopment Area?

¿Qué le gustaría ver en el Área de Reurbanización Comunitaria de Diamond Square?

Pick your TOP 5 Choices

Elija sus 5 mejores opciones

Neighborhood Improvements

Mejoramiento comunitario



Local Businesses

Negocios locales



Programming

Programación



Mobility

Movilidad



Security /
crime
deterrent,
secure guards
neighborhood
into a

Street Trees & Lighting

Arboles y Alumbrado público



Mini-parks

Mini-parques



Landscaping

Paisajismo



Open air markets

Mercados abiertos



Storefront façade improvements

Mejoras en la fachada de los comercios



Corner stores

Bodegas

Health facilities

Centros médicos



Public plazas

Plazas públicas



Variety in business types

Variedad en los tipos de negocio



Community garden

Huerto comunitario



Farmer's markets

Mercado artesanal



Parks & open spaces

Parques y espacios abiertos

Community Events

Eventos Comunitarios



Home façade beautification

Embelllecimiento de fachadas domésticas



Wider sidewalks

Aceras más anchas



Bicycle paths

Caminos de bicicletas



Improved bus service

Mejor servicio de autobuses



Improved bus stops

Paradas de autobuses mejoradas



Protected crosswalks

Cruces peatonales seguros



Switer-occupied

plex, quadplex, townhomes

nda en serie, doble o cuádruple



Work opportunities

ades de vivienda y trabajo combinadas



The CRA should prioritize...

El CRA debe priorizar...

Resilience

Resistencia o capacidad de recuperacion



Attracting Visitors

Atraer al turismo



Area branding / identity
wayfinding



Infill Development

Reutilizacion de terrenos vacantes
en areas urbanas



Housing Options

Opciones de vivienda



Public Spaces

Espacios publicos



sidewalks
shade
benches
green space
vibrant businesses
branding / wayfinding
street trees / landscaping

Create safer
routes for
children to walk
to / from school
- sidewalks

Commercial
Businesses
- Grocery Store



Diamond Square Community Redevelopment Area

Workshop Materials & Public Input

November 6, 2024

JOIN US FOR A COMMUNITY WORKSHOP

PARTICIPE EN UN SEMINARIO COMUNITARIO



Learn about the Diamond
Square Community
Redevelopment Agency (CRA)
and provide input on the 2024
Community Redevelopment Plan Update.

#2

Infórmese sobre la Agencia de Reurbanización
Comunitaria (CRA) de Diamond Square y aporte
su opinión sobre la actualización del Plan de
Reurbanización Comunitaria para 2024.

Page 161 of 197



November 6, 2024

6 de Noviembre, 2024



4 pm - 6 pm



**Leon and Jewel Collins Museum,
Moore Center**

307 Blake Ave, Cocoa, FL 32922

Visit the project website to learn more!

¡Para más información, visite la página web del proyecto!

SCAN HERE!



¡ESCANEAAQUI!

<https://www.inspire-engagement.com/diamond-square-cra-plan>

City of Cocoa
Community Services Dept.
ATTN: Ryan Browne
65 Stone St.
Cocoa, FL 32922





SIGN IN SHEET

Name (first and last)	Email
Janain Papp	lkoss@cocoafl.gov
Alet Bains	jgains@cocafl.gov
Angelina Smith	Angelina@uct.edu
Shawna Binn	sginn@haccfl.com

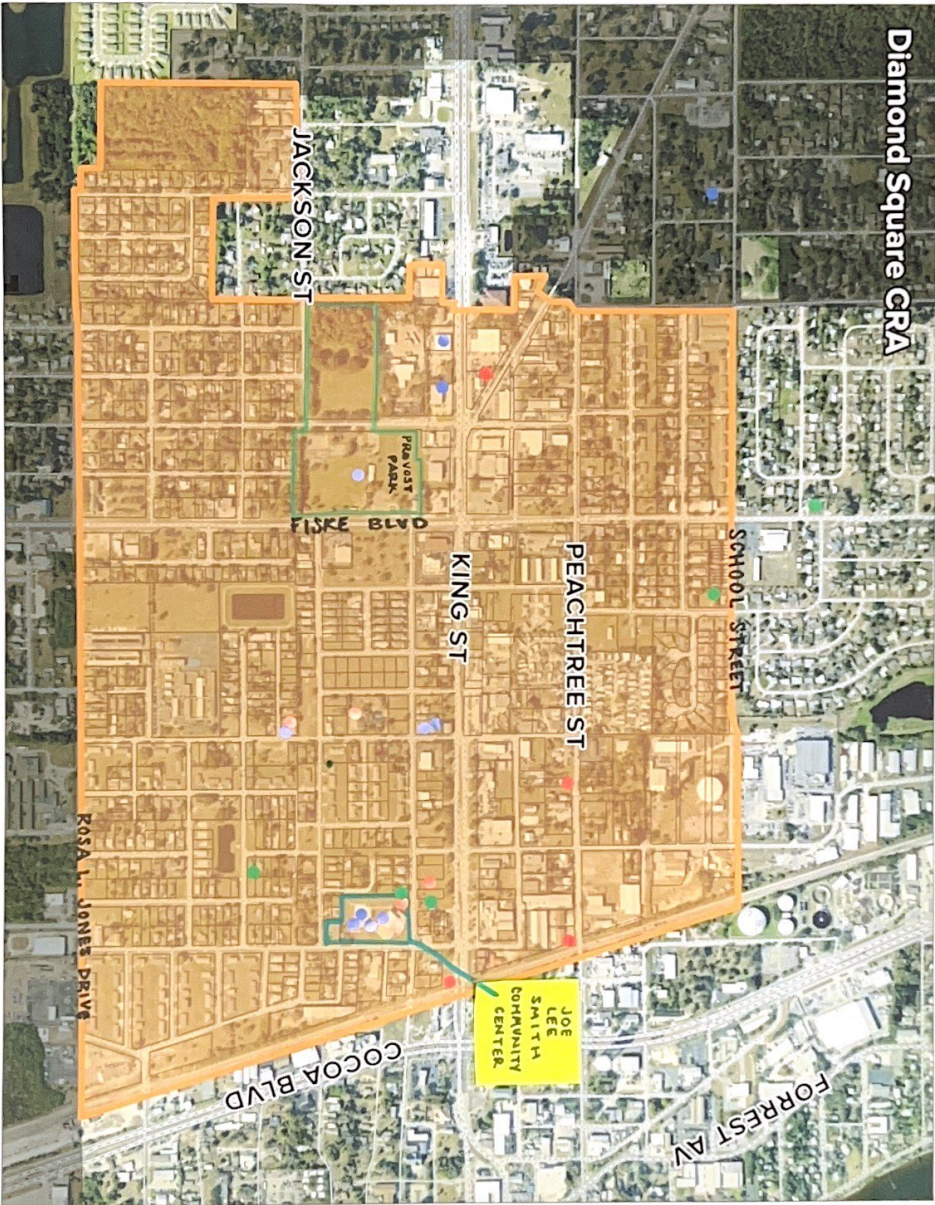


SIGN IN SHEET

Name (first and last)	Email
Larry Brown	Brow3093@bellsouth.net
Laura S. Brown	ll ll 1 1 1
SCOEVO	
LV	
Audrey Irvin-Jones	djones31@cfl.rr.com
David Jones	djones32@cfl.rr.com

Where do you Live/Work/Play?

¿Dónde vives? ¿Trabajas? ¿Juegas?



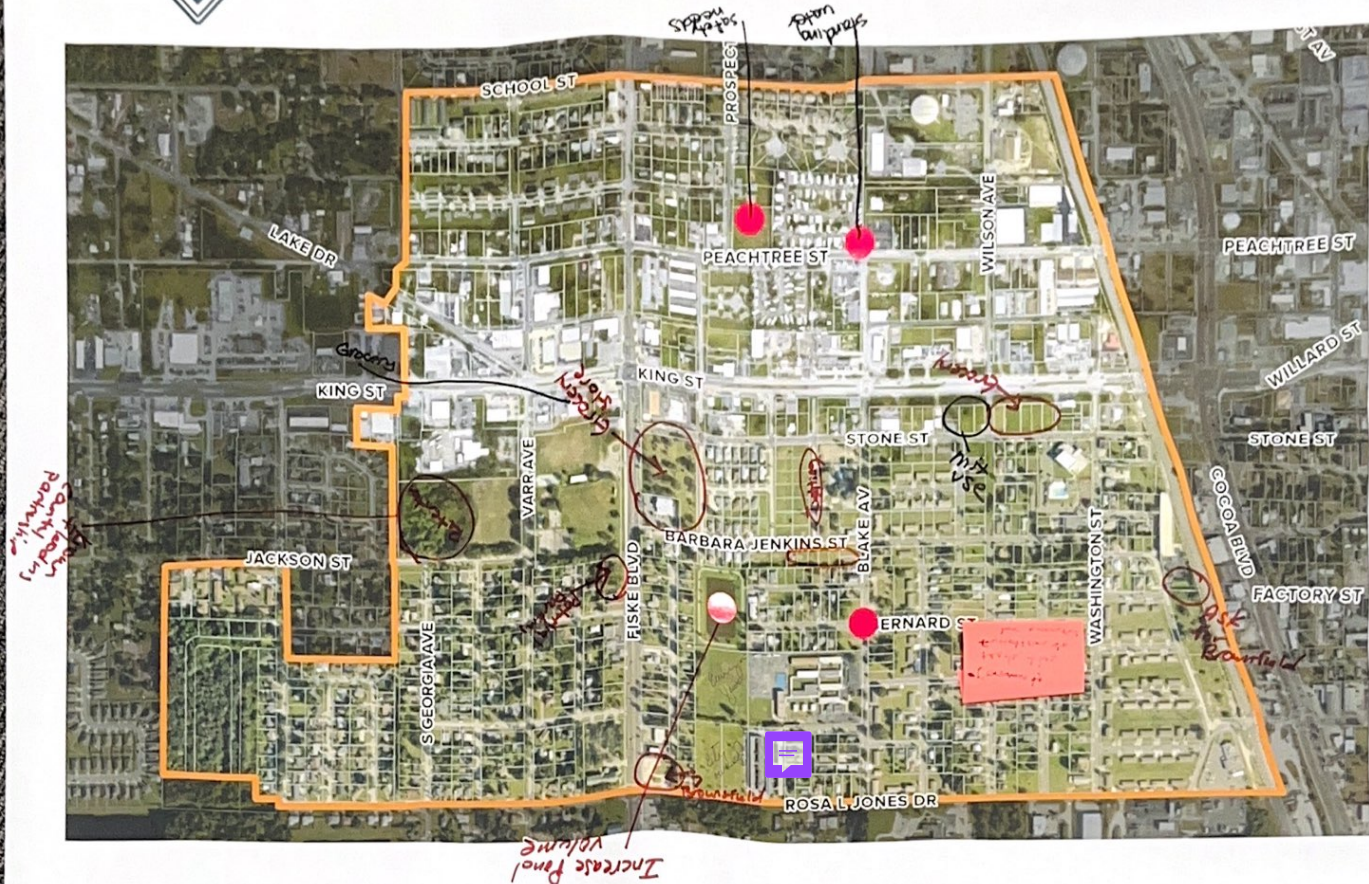
Live
Vivir

Work
Trabajar

Play
Jugar



Please show us the areas where
you would like to see
improvements or changes!



Public Spaces

Parks, Recreation, Civic Center, Public Realm Enhancements

Transportation/Mobility

Walkability, Complete Streets, Bus Transit System
Stone street walking Bridge to connect Downtown !!!

Housing

Missing Middle, Live-Work units, Multi-Family Opportunities

Infrastructure & Resiliency

Stormwater/Flooding, Infrastructure Maintenance, Tree Coverage

Economic Development

Redevelopment, Infill Development, Mixed-Used Development,
Local Business Support

Neighborhood Health & Safety

Food Access, Environmental Quality,
CPTED (Crime Prevention Through Environmental Design)

Farmers Market
Community Garden



Transportation/Mobility

Housing

Infrastructure & Resiliency

Economic Development

Neighborhood Health & Safety

Farmers Market
Community Garden

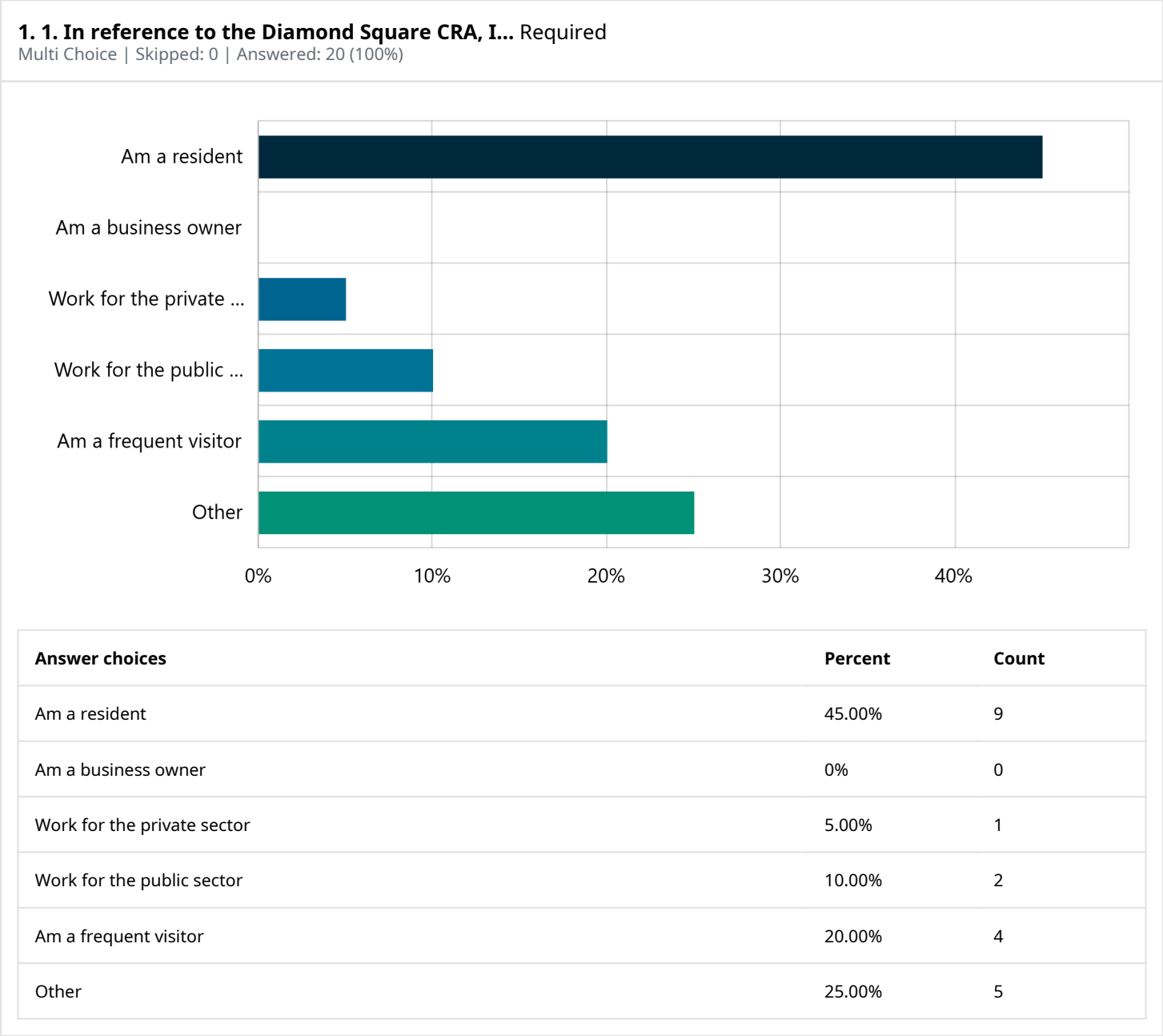
Diamond Square Community Redevelopment Plan

Public Input Results

**Exported from Social Pinpoint
December 18, 2024**

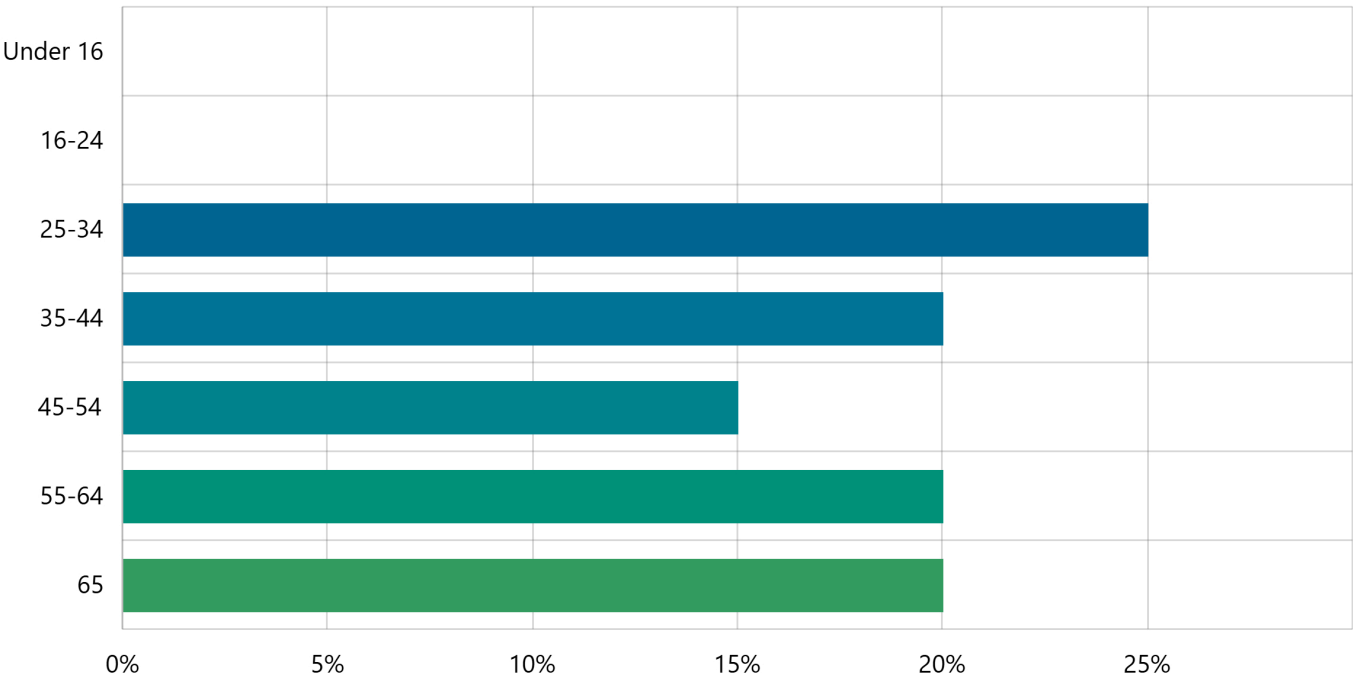
Closed		
SURVEY		
	Diamond Square CRA Plan	
	20 Contributors	20 Contributions

Contribution Summary



2. 2. What is your age?

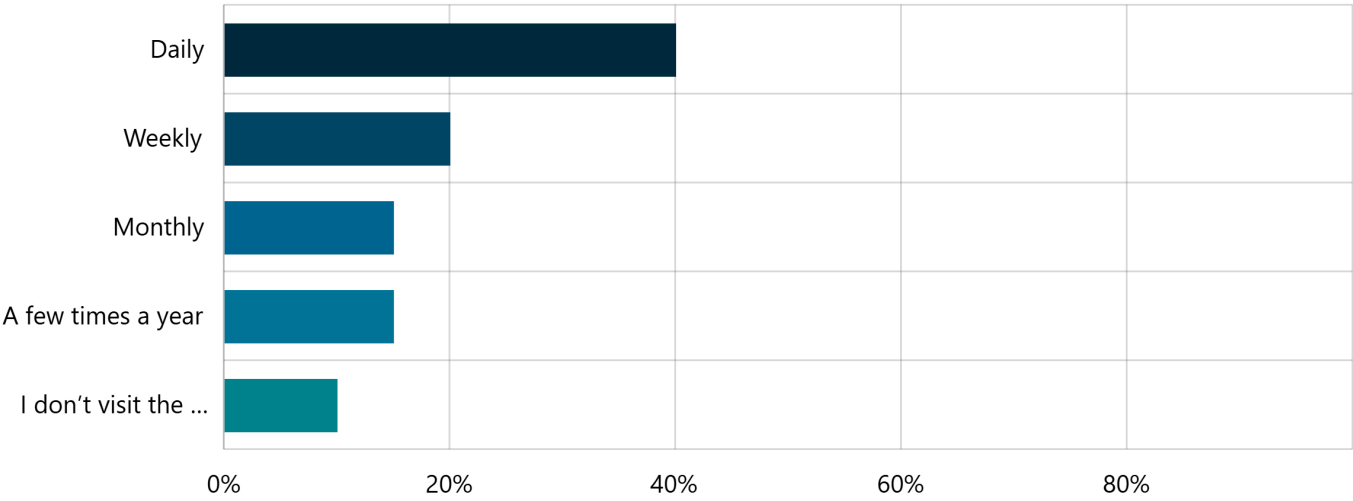
Multi Choice | Skipped: 0 | Answered: 20 (100%)



Answer choices	Percent	Count
Under 16	0%	0
16-24	0%	0
25-34	25.00%	5
35-44	20.00%	4
45-54	15.00%	3
55-64	20.00%	4
65	20.00%	4
Total	100.00%	20

3. 3. How often do you visit the Diamond Square CRA?

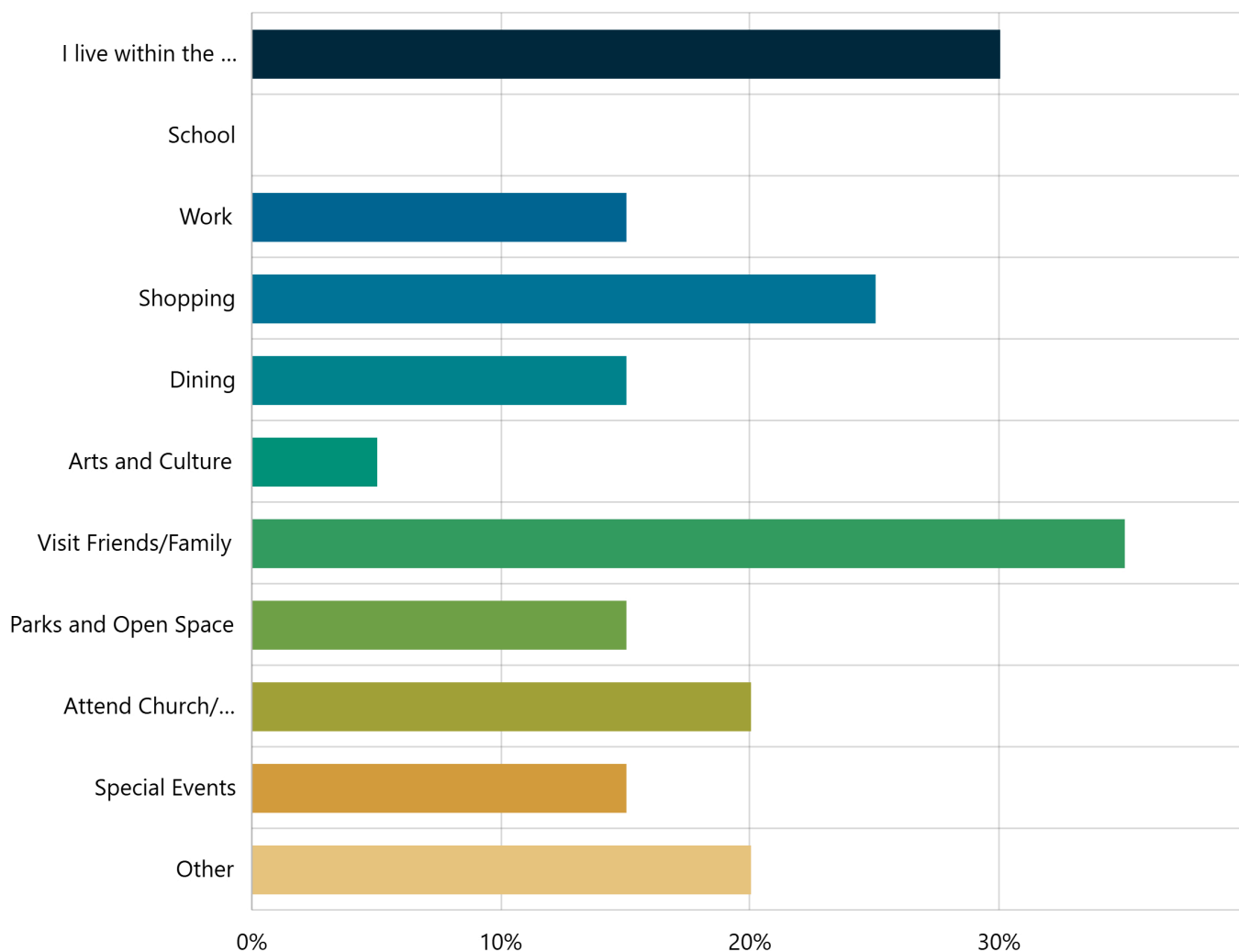
Select Box | Skipped: 0 | Answered: 20 (100%)



Answer choices	Percent	Count
Daily	40.00%	8
Weekly	20.00%	4
Monthly	15.00%	3
A few times a year	15.00%	3
I don't visit the Diamond Square CRA	10.00%	2
Total	100.00%	20

4. 4. What brings you to the Diamond Square CRA area? Why do you visit this area?

Multi Choice | Skipped: 0 | Answered: 20 (100%)

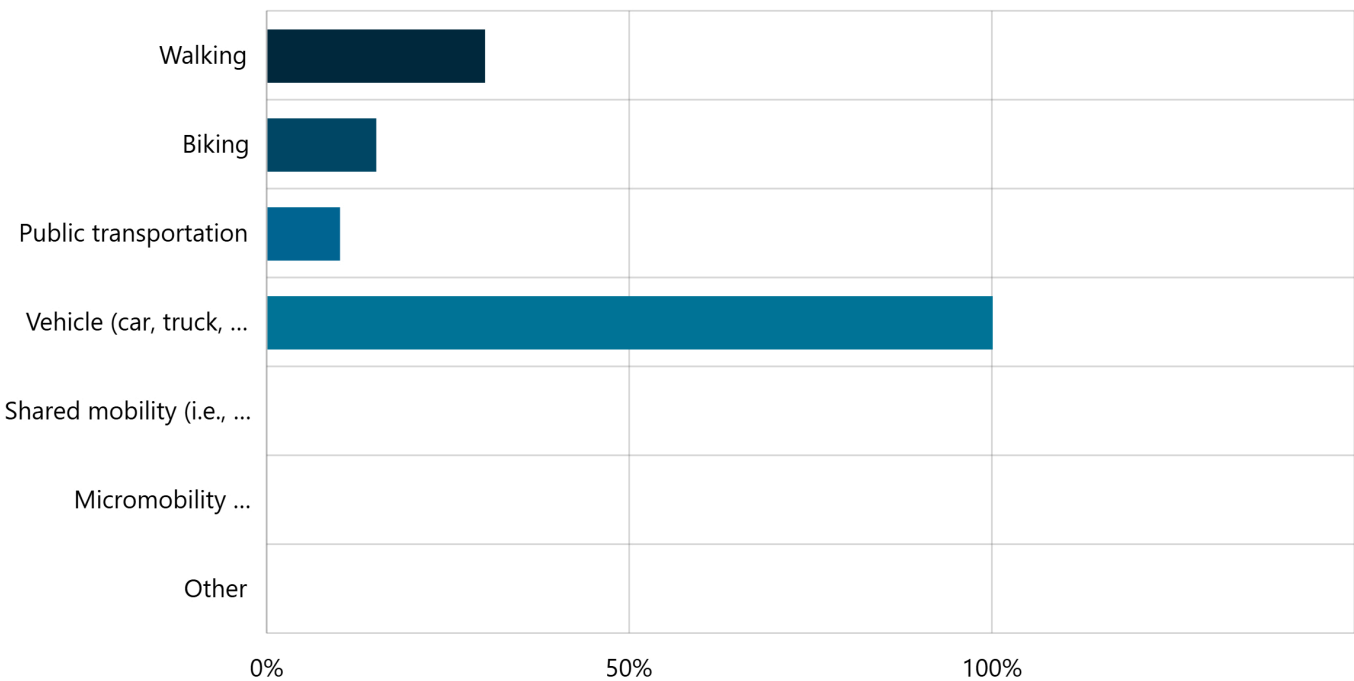


Answer choices	Percent	Count
I live within the Diamond Square CRA	30.00%	6
School	0%	0
Work	15.00%	3
Shopping	25.00%	5
Dining	15.00%	3
Arts and Culture	5.00%	1
Visit Friends/Family	35.00%	7
Parks and Open Space	15.00%	3
Attend Church/Organization Services or Meetings	20.00%	4

Special Events	15.00%	3
Other	20.00%	4

5. 5. What is your primary mode of transportation within the Diamond Square CRA? Required

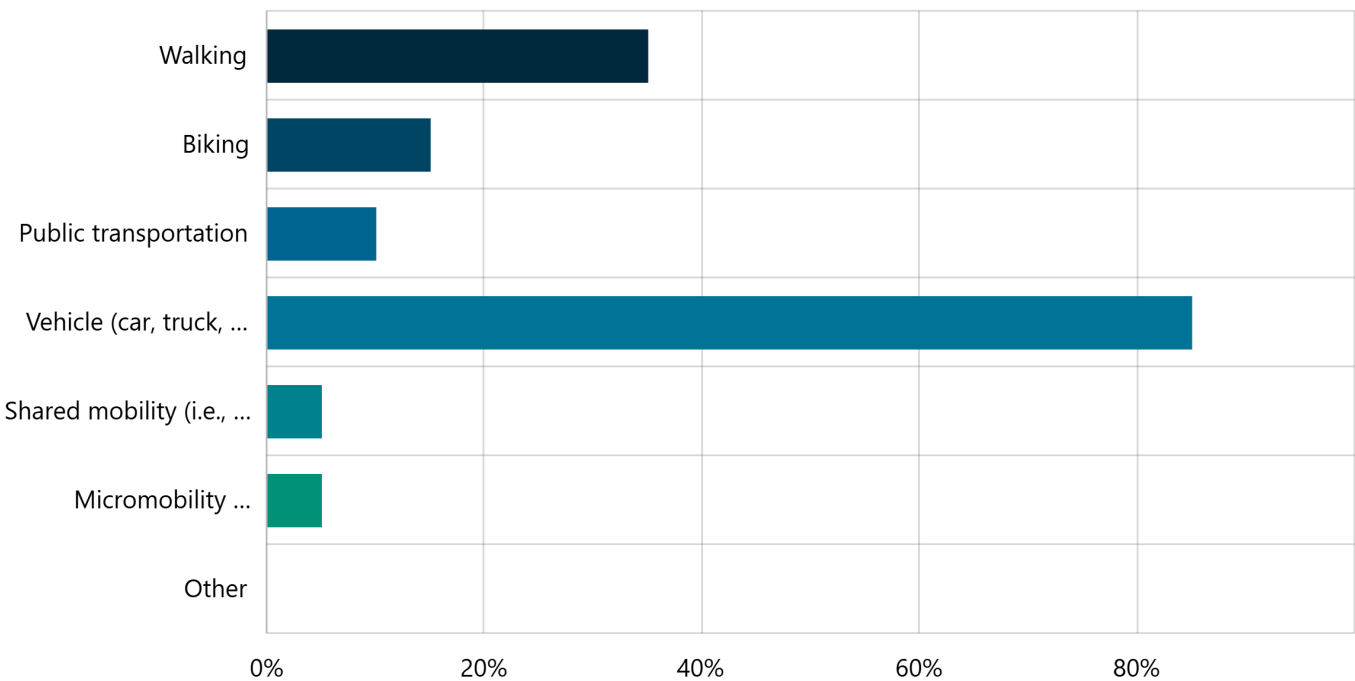
Multi Choice | Skipped: 0 | Answered: 20 (100%)



Answer choices	Percent	Count
Walking	30.00%	6
Biking	15.00%	3
Public transportation	10.00%	2
Vehicle (car, truck, motorcycle)	100.00%	20
Shared mobility (i.e., Uber, Lyft)	0%	0
Micromobility (scooter, golf cart)	0%	0
Other	0%	0

6. 6. What is your PREFERRED mode of transportation within the Diamond Square CRA? Required

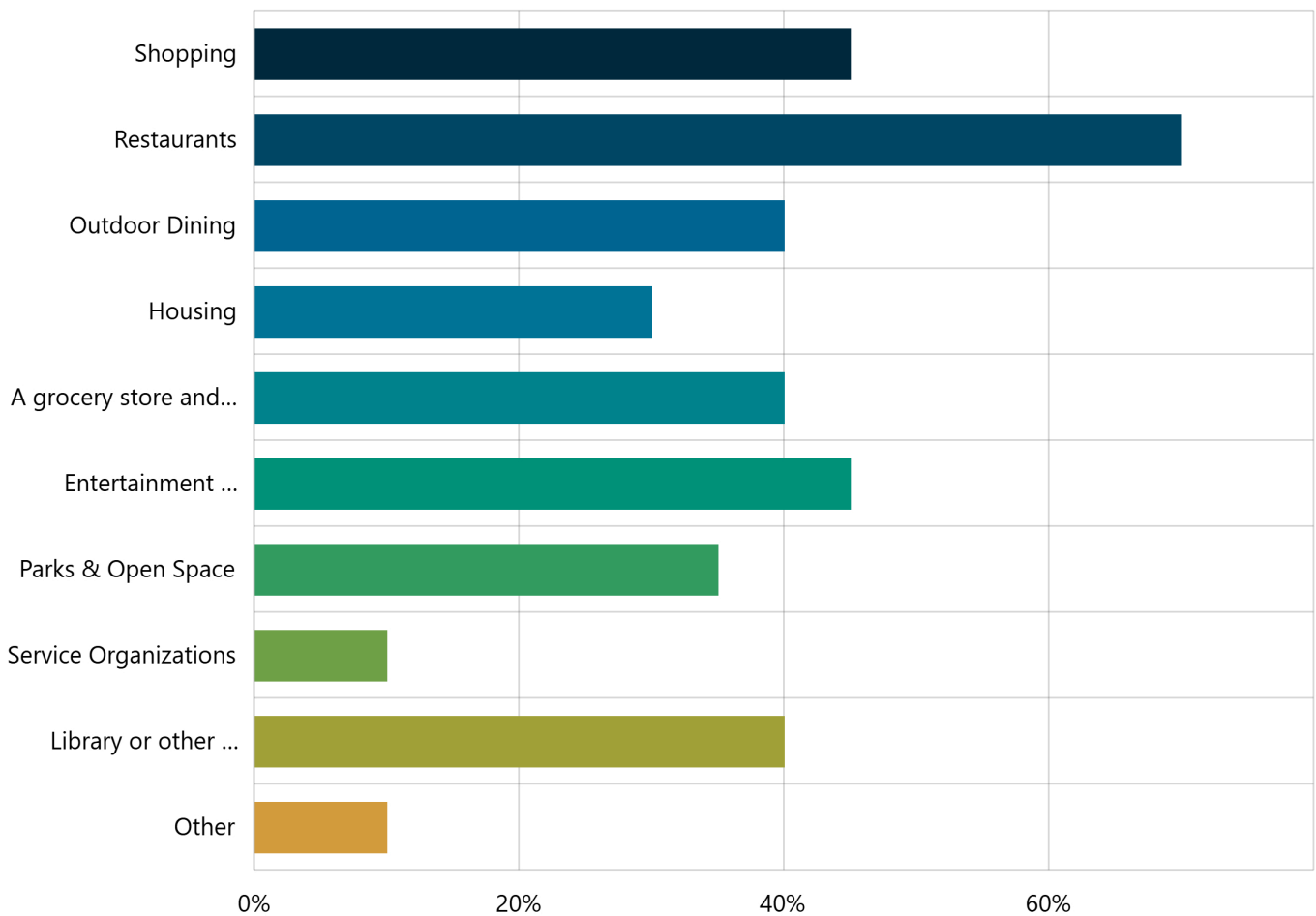
Multi Choice | Skipped: 0 | Answered: 20 (100%)



Answer choices	Percent	Count
Walking	35.00%	7
Biking	15.00%	3
Public transportation	10.00%	2
Vehicle (car, truck, motorcycle)	85.00%	17
Shared mobility (i.e., Uber, Lyft)	5.00%	1
Micromobility (scooter, golf cart)	5.00%	1
Other	0%	0

7. 7. What types of new development would you like to see within the Diamond Square CRA? Required

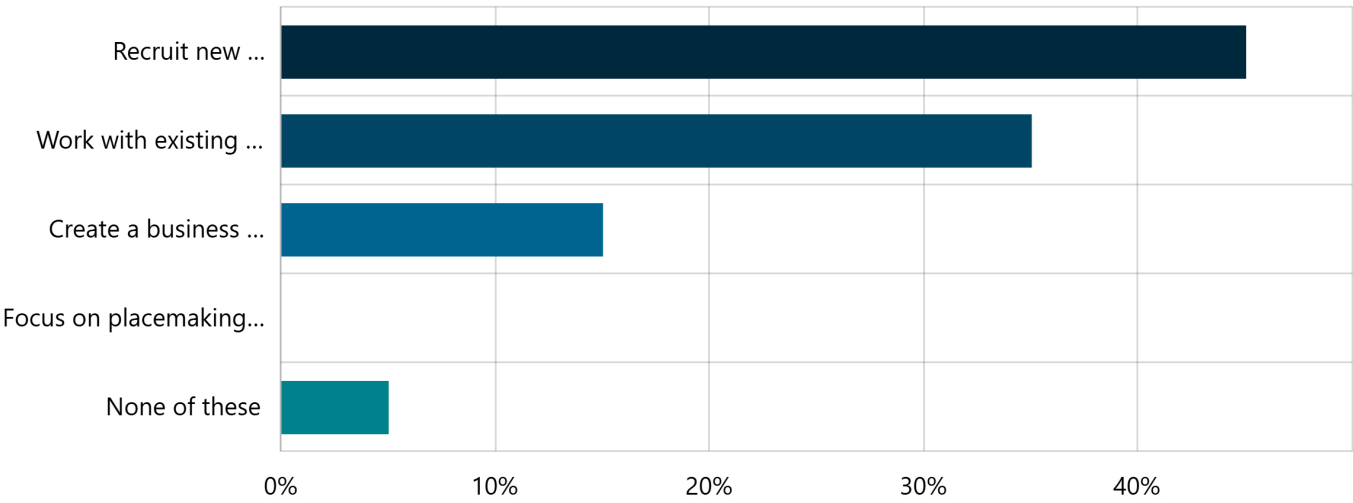
Multi Choice | Skipped: 0 | Answered: 20 (100%)



Answer choices	Percent	Count
Shopping	45.00%	9
Restaurants	70.00%	14
Outdoor Dining	40.00%	8
Housing	30.00%	6
A grocery store and/or pharmacy	40.00%	8
Entertainment Options (youth and family)	45.00%	9
Parks & Open Space	35.00%	7
Service Organizations	10.00%	2
Library or other public amenities	40.00%	8
Other	10.00%	2

8. 8. If the Diamond Square CRA were to promote economic development should it: Required

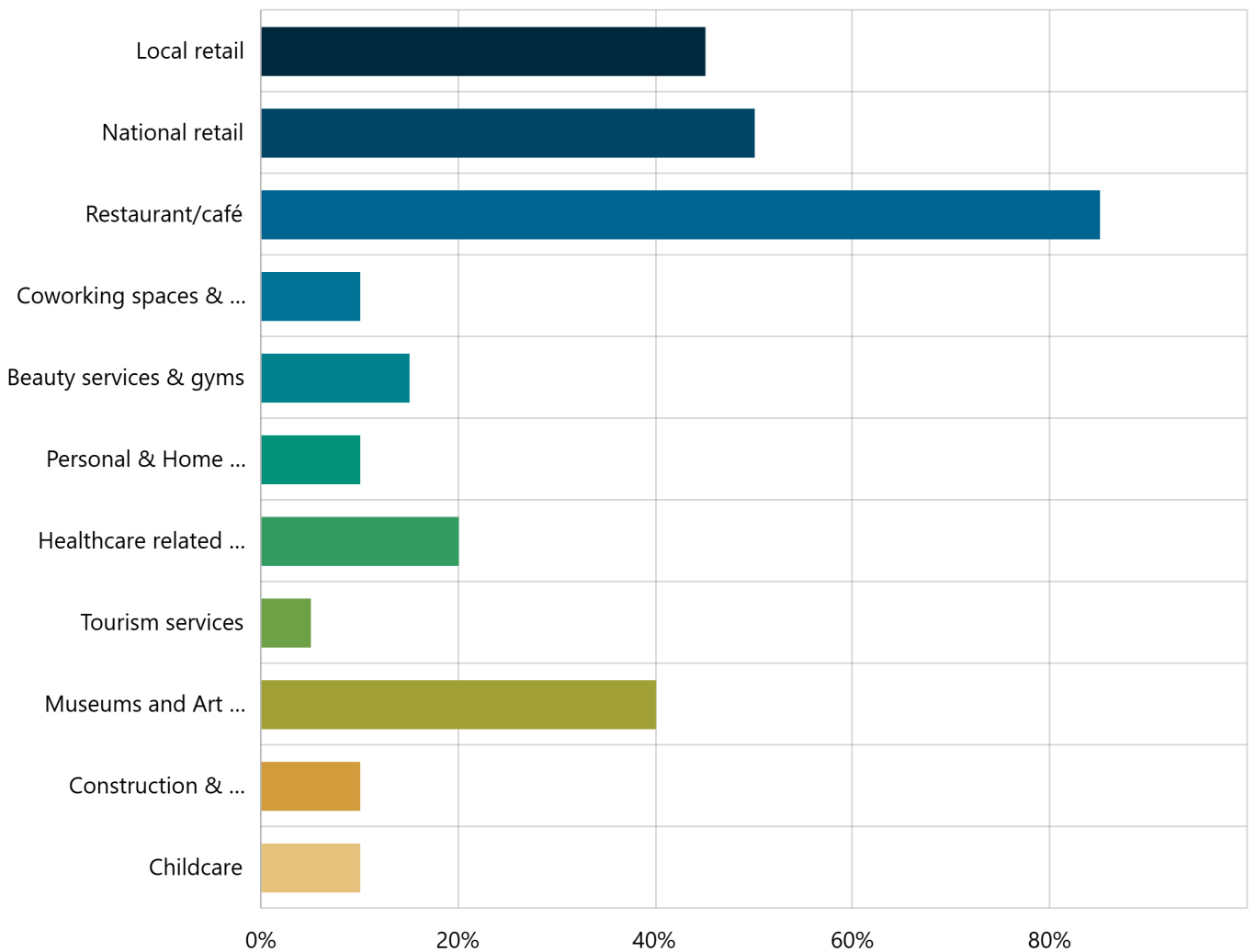
Multi Choice | Skipped: 0 | Answered: 20 (100%)



Answer choices	Percent	Count
Recruit new businesses to the CRA	45.00%	9
Work with existing businesses in the CRA to retain/expand and nurture their operations	35.00%	7
Create a business incubator program	15.00%	3
Focus on placemaking and resilience	0%	0
None of these	5.00%	1
Total	100.00%	20

9. 9. If the Diamond Square CRA does pursue recruiting new businesses, what type should they be: Required

Multi Choice | Skipped: 0 | Answered: 20 (100%)

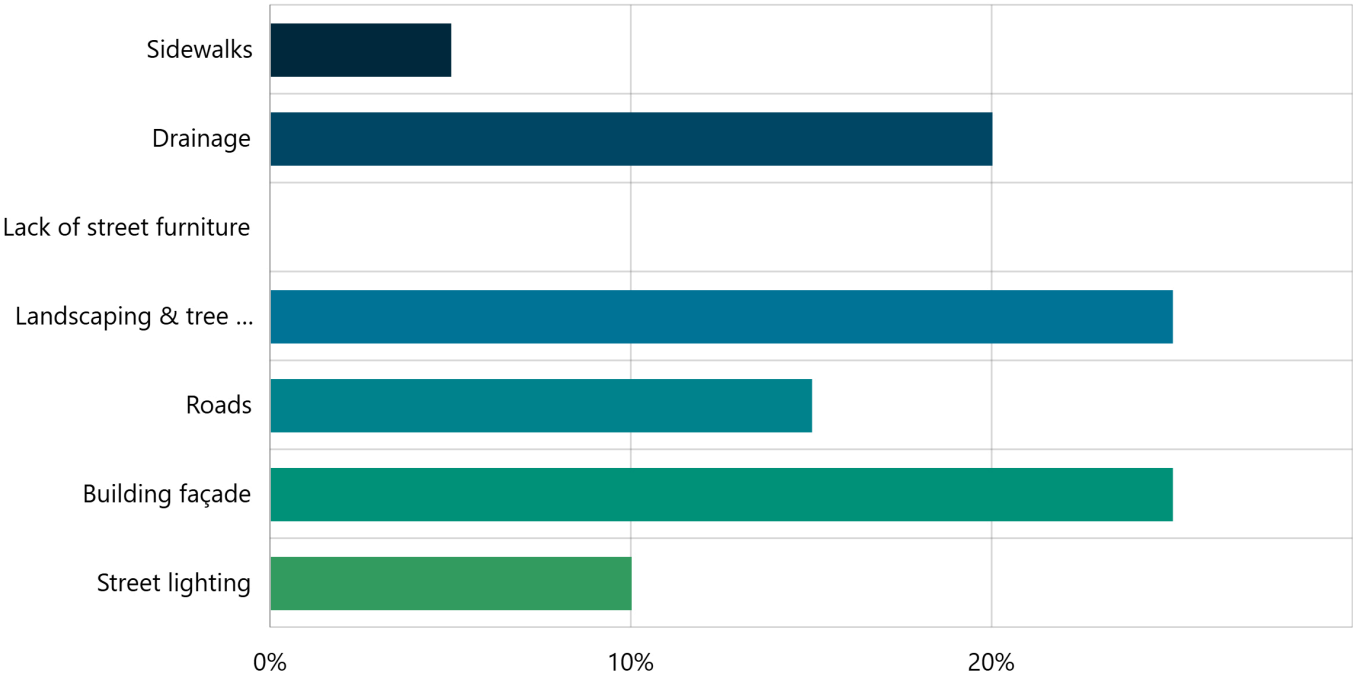


Answer choices	Percent	Count
Local retail	45.00%	9
National retail	50.00%	10
Restaurant/café	85.00%	17
Coworking spaces & Creative studios	10.00%	2
Beauty services & gyms	15.00%	3
Personal & Home services	10.00%	2
Healthcare related businesses	20.00%	4
Tourism services	5.00%	1
Museums and Art Galleries	40.00%	8

Construction & Manufacturing companies	10.00%	2
Childcare	10.00%	2

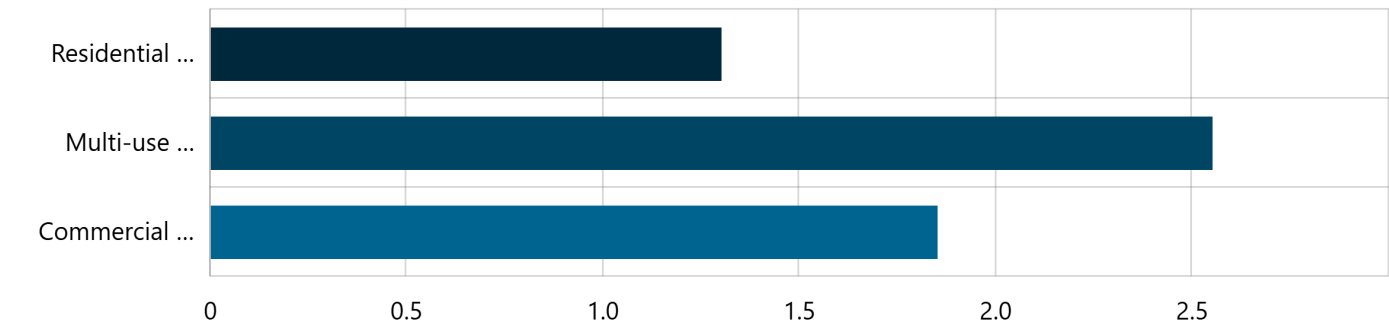
10. 10. What infrastructure within the CRA needs the most improvement? Required

Multi Choice | Skipped: 0 | Answered: 20 (100%)



Answer choices	Percent	Count
Sidewalks	5.00%	1
Drainage	20.00%	4
Lack of street furniture	0%	0
Landscaping & tree coverage	25.00%	5
Roads	15.00%	3
Building façade	25.00%	5
Street lighting	10.00%	2
Total	100.00%	20

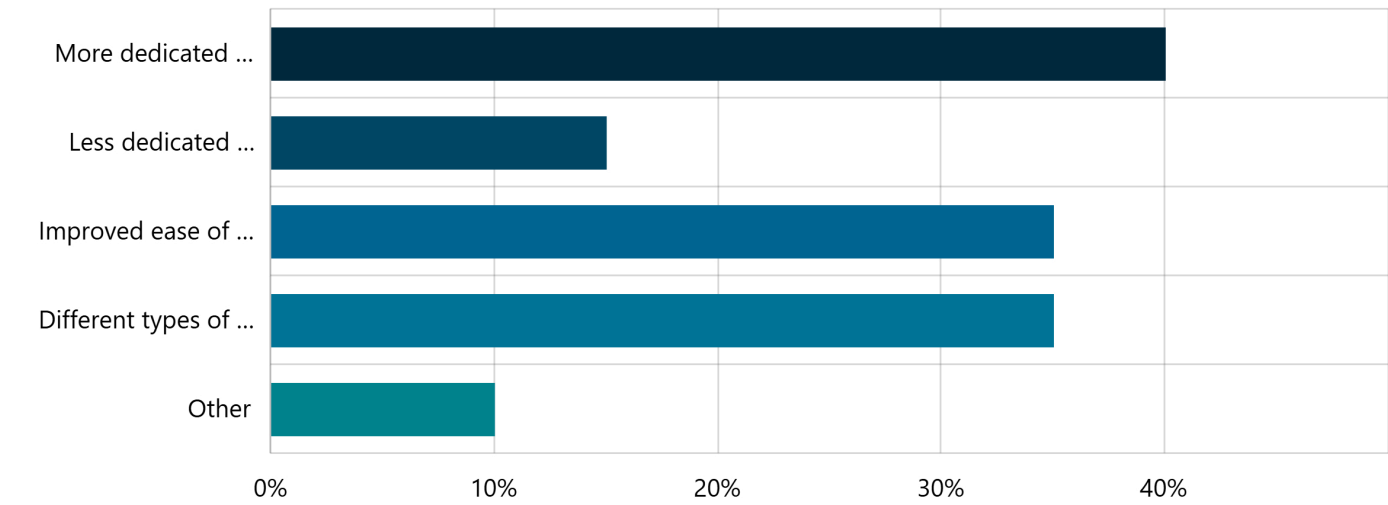
11. 11. How would you prioritize the following categories if the CRA were to re-evaluate the zoning? Required
Ranking | Skipped: 0 | Answered: 20 (100%)



	1	2	3	Count	Score	Avg Rank
Residential development	5.56% 1	33.33% 6	61.11% 11	18	1.30	2.56
Multi-use development (residential, commercial, open space, civil use)	68.42% 13	31.58% 6	0% 0	19	2.55	1.32
Commercial development	31.58% 6	31.58% 6	36.84% 7	19	1.85	2.05

Score - Sum of the weight of each ranked position, multiplied by the response count for the position choice, divided by the total contributions. Weights are inverse to ranked positions.
Avg Rank - Sum of the ranked position of the choice, multiplied by the response count for the position choice, divided by the total 'Count' of the choice.

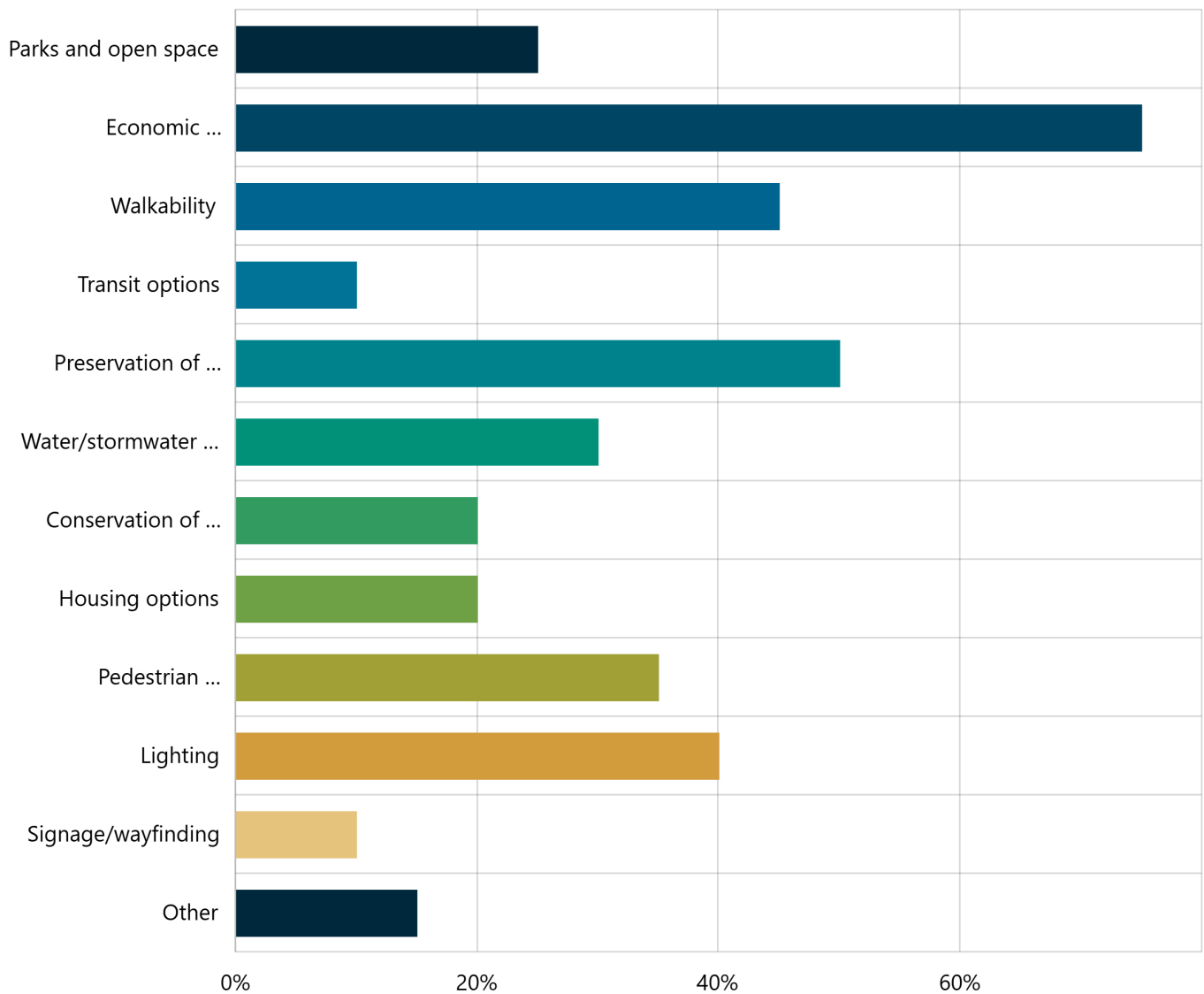
12. 12. Regarding parking in Diamond Square CRA, what would you like to see changed or improved? Required
Multi Choice | Skipped: 0 | Answered: 20 (100%)



Answer choices	Percent	Count
More dedicated parking/parking facilities	40.00%	8
Less dedicated parking/parking facilities	15.00%	3
Improved ease of access to parking/parking facilities	35.00%	7
Different types of parking to accommodate various modes of transportation (bicycle/motorcycle/compact cars)	35.00%	7
Other	10.00%	2

13. 13. What areas do you think could be improved in Diamond Square CRA? Required

Multi Choice | Skipped: 0 | Answered: 20 (100%)

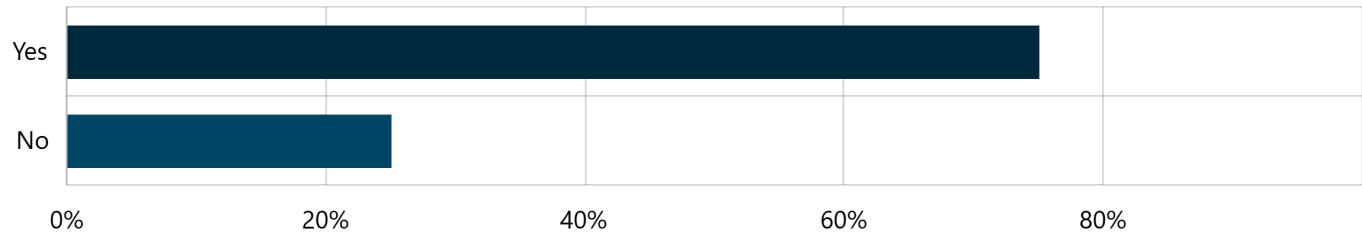


Answer choices	Percent	Count
Parks and open space	25.00%	5
Economic development programs and incentives (recruiting new businesses, redeveloping vacant lots)	75.00%	15
Walkability	45.00%	9
Transit options	10.00%	2
Preservation of historic assets (architecture, cultural heritage sites, neighborhoods, etc.)	50.00%	10
Water/stormwater management (water quality, drainage/flooding, etc.)	30.00%	6
Conservation of natural features	20.00%	4

Housing options	20.00%	4
Pedestrian connectivity (sidewalks, trails, etc.)	35.00%	7
Lighting	40.00%	8
Signage/wayfinding	10.00%	2
Other	15.00%	3

14. 14. In anticipation of the planned Brightline station, should Diamond Square CRA consider providing a trolley service to facilitate transportation between the station and the Diamond Square CRA? Required

Select Box | Skipped: 0 | Answered: 20 (100%)



Answer choices	Percent	Count
Yes	75.00%	15
No	25.00%	5
Total	100.00%	20

15. Add your email if you want to be considered for the Cocoa Prize Pack.

Short Text | Skipped: 16 | Answered: 4 (20%)

Sentiment

No sentiment data

Tags

No tag data

Featured Contributions

No featured contributions

Closed

Interactive Map

Diamond Square CRA Plan

2

Contributors

3

Contributions

Key Statistics

Top-level information about the activity.

3

Posts

2 contributors

Map Post Summary

Summary of content contributed by participants including location information, voting results and more.

Posts by Location

Map showing all posts contributed by participants.

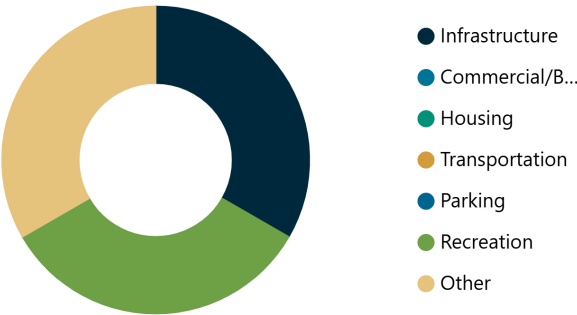
Top Contributions by Location

Top 10 most frequent postal/ZIP codes of posts submitted by participants.

Location	Total Contributions	% Contributions
32922, Cocoa, Brevard County, Florida, United States	3	100%

Posts by Category

Comparison showing the number of posts for each category, as selected by participants.



1. Screen name Required

Short Text | Skipped: 0 | Answered: 3 (100%)

Vanessa

Contribution 3 of 3 | December 10, 2024

Vanessa

Contribution 2 of 3 | December 10, 2024

eschaefer

Contribution 1 of 3 | September 17, 2024

2. Email address

Email | Skipped: 0 | Answered: 3 (100%)

vanessacato@gmail.com
Contribution 3 of 3 | December 10, 2024

vanessacato@gmail.com
Contribution 2 of 3 | December 10, 2024

eschaefer@inspireplacemaking.com
Contribution 1 of 3 | September 17, 2024

3. Your comment Required

Long Text | Skipped: 0 | Answered: 3 (100%)

Sentiment

No sentiment data

Tags

No tag data

Featured Contributions

No featured contributions

Closed

What projects would you like to fund?
Diamond Square CRA Plan

5Contributors

5Contributions

Key Statistics

Top-level information about the activity.

\$

100 points

Average Spend

100 points total budget



6

Projects

0 sponsors



18

Total Votes

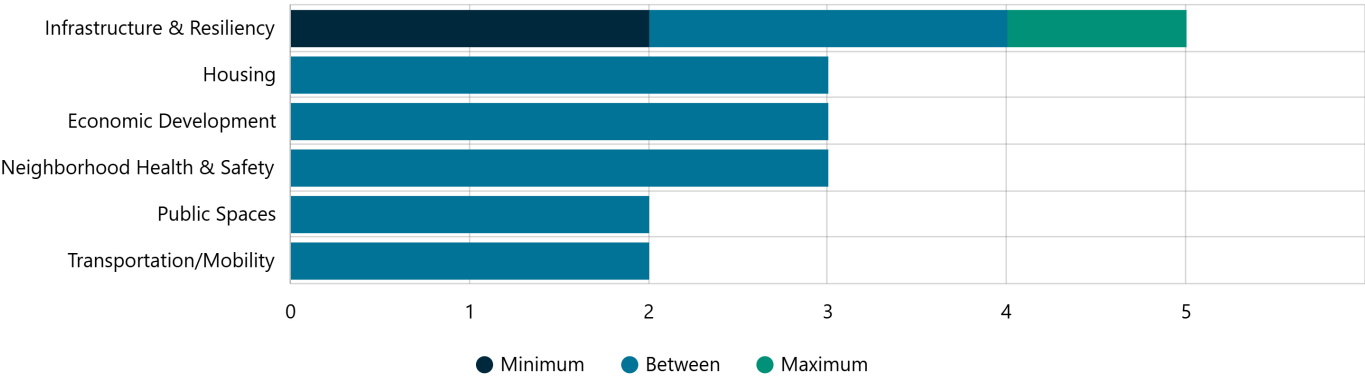
3.6 avg. projects funded / contribution

Contribution Summary

Summary of the activity including details of the included projects, voting results and more.

Project Details				
Information on the projects included for potential funding including the name, cost, voting and other details.				
Project Name	Funded (Total)	Funded (Min)	Funded (Above Min.)	Funded (Max)
Infrastructure & Resiliency	5 (100%)	2 (40%)	2 (40%)	1 (20%)
Housing	3 (60%)	0 (0%)	3 (60%)	0 (0%)
Economic Development	3 (60%)	0 (0%)	3 (60%)	0 (0%)
Neighborhood Health & Safety	3 (60%)	0 (0%)	3 (60%)	0 (0%)
Public Spaces	2 (40%)	0 (0%)	2 (40%)	0 (0%)
Transportation/Mobility	2 (40%)	0 (0%)	2 (40%)	0 (0%)

Voting Results
Some description for Variable.



Votes by Project Tag

Comparison showing the number of times a project tag was included on a funded project. Vote totals may exceed the total number of project votes.

No Data Available

Votes by Project Sponsor

Comparison showing the number of times a project sponsor was included on a funded project. Vote totals may exceed the total number of project votes.

No Data Available

Suggested Priorities

A prioritised list of projects based on the voting results that maximises the value of the defined budget.

 100 points Total budget for allocated projects	 100% Contributions that include at least one suggested project	 100% Contributions that include at least half (50%) of all suggested projects
 40% Contributions that include all (100%) of suggested projects	 20% Contributions that supported one of these suggested projects at the maximum	 100% Contributions that supported one of these suggested projects beyond the minimum



Infrastructure & Resiliency

Cost: 33 pts

Stormwater/flooding, infrastructure maintenance, tree coverage

5 votes (27.78%)



Economic Development

Cost: 35 pts

Redevelopment, Infill Development, Mixed-used development, Local Business

3 votes (16.67%)



Housing

Cost: 21.67 pts

Missing Middle, Live-Work units, Multi-family opportunities

3 votes (16.67%)



Neighborhood Health & Safety

Cost: 10.33 pts

Food Access, Environmental Quality, CPTED

3 votes (16.67%)

