



COCOA'S COMMUNITY REDEVELOPMENT AGENCIES



WHAT IS A COMMUNITY REDEVELOPMENT AGENCY (CRA)?

CRA refers to a public entity created by a city or county to implement the community redevelopment activities outlined under the Community Redevelopment Act which was enacted in 1969 (Chapter 163, Part III, Florida Statutes). The CRA is established by the local government and functions within that local government. The Agency operates on a budget funded through tax increment revenues generated by the defined special district, or the community redevelopment area. **Residents, visitors, and business owners benefit from CRAs.**



Economic Development

CRAs help stimulate local economies by encouraging private investment and revitalizing underdeveloped areas. By attracting businesses, creating jobs, and increasing property values, CRAs contribute to long-term economic growth and sustainability.



Affordable Housing

CRAs can promote the development of affordable housing options within the community. By incentivizing builders and developers, CRAs help provide quality, affordable housing to residents, ensuring that people of all income levels can live in revitalized areas.



Streetscape & Roadways

CRAs improve the appearance and functionality of streets, sidewalks, and public spaces, making them more pedestrian-friendly. These improvements not only enhance the aesthetic appeal of an area but also increase safety and accessibility for residents and visitors.



Improved Infrastructure

CRAs fund critical improvements like roads, utilities, and public spaces, enhancing the quality of life for residents, visitors, and business owners.



The **Cocoa CRA**, established in 1981, is located from the northern boundary of Mitchell Street, with the western boundary at the Florida East Coast Railroad, eastern boundary along the western shoreline of the Indian River and the southern boundary at Rosa L. Jones Drive. The Cocoa CRA was established through City of Cocoa Ordinance No. 10-81 and is governed by a seven-member board.



The **Diamond Square CRA**, established in 1998, is located on the southern border of the City and encompasses the area bounded by 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. The Diamond Square CRA, originally named Census Tract 626, was established through City of Cocoa Ordinance No. 13-98 and is governed by a seven-member board.

CITY OF COCOA CRA DOLLARS AT WORK



DIAMOND SQUARE CRA

43 TOTAL AFFORDABLE HOMES BUILT OR PLANNED

DIAMOND SQUARE | 2024

\$10,000

INVESTED IN SMALL BUSINESS GRANTS



COCOA CRA | RECENT YEARS



\$2.5M

INVESTED INTO EXPANDING COCOA VILLAGE PARKING OPTIONS

DIAMOND SQUARE CRA | 2024

\$6K

FOR STUDENT SUMMER CAMP SCHOLARSHIPS

COCOA CRA | 2024

19 NEW BUSINESSES

CREATING 41 FULL-TIME JOBS AND 22 PART-TIME JOBS



COCOA CRA | 2023

\$23,141

FAÇADE GRANTS AWARDED






COCOA'S CRA HIGHLIGHTS

DIAMOND SQUARE CRA

Affordable & Workforce Housing Projects

 The Diamond Square CRA is committed to expanding access to quality housing through initiatives like the Down Payment Assistance Program, Michael C. Blake Subdivision, and a partnership with Habitat for Humanity. These efforts align with Cocoa's housing goals, highlighted by the Florida Redevelopment Association's award for Outstanding Housing, recognizing the Affordable Housing Public-Private Partnership that built five homes and supported revitalization.

Upstart Small Business Program

Agency Members approved the formulation of Upstart Diamond Square. This program was created as an incentive to promote the growth of minority-owned businesses throughout the Diamond Square Community.

Cocoa Police Athletic League (PAL)

The Police Athletic League (PAL) is the oldest and largest law enforcement-based youth crime prevention program in the U.S., focusing on character building, leadership, and hard work. Cocoa PAL offers after-school programs emphasizing career readiness, academic support, and social-emotional development for local youth, with over 70% of participants from the Diamond Square community.

Cops & Kids

The partnership between Lifetime Counseling Centers (LCC) and the Cocoa Police Department provided 20 youth with swimming lessons, field trips, and activities like team building and art. LCC offered mental health support, while Second Harvest Food Bank provided daily breakfast during the four-week program.

Alliance for Neighborhood Restoration Partnership

The Diamond Square CRA, in its 11th year of partnership with the Alliance for Neighborhood Restoration (ANR), serves about 80% of Cocoa youth and the Diamond Square Community. With over 20% of Cocoa children living in poverty, these programs are essential to the community.

Summer Camp Scholarships

The Diamond Square CRA approved \$6,000 in scholarship for twelve youth to attend the 2024 summer camp provided by Brevard County Parks and Recreation at the Dr. Joe Lee Smith Center in Diamond Square.

Façade Grant

The Diamond Square Community Redevelopment Agency administers matching grants for qualified properties through the Commercial Façade Improvement Program.

Paint & Beautification Grants

The Paint & Beautification Grants enhance residential properties and improve neighborhood aesthetics by supporting homeowners with exterior upgrades to create a vibrant, welcoming community.



COCOA CRA

FIND Grant to Determine Best Design for Day Slips

The Waterfront Engineering Design and Permitting FIND Grant (Phase I) was begun to determine the best rebuilding process after two hurricanes destroyed the brand-new day slips.

Lee Wenner Park New Docking System & Breakwater

The Florida Inland Navigation District (FIND) Grant of \$84,000, which along with a 50% match from the CRA of \$84,000, will provide a total of \$168,000 in funding to complete Phase I: Engineering Design and Permitting. This phase should be completed by September 2025.

Lee Wenner Park Parking Lot Reconstruction Project

The CRA approved \$1.2 million for the reconstruction of the Lee Wenner Park Parking Lot. This reconfiguration will improve flow and add 74 additional parking spaces to the Park.

Workforce Housing & Mixed-Use Development

In October 2023, the Cocoa CRA approved the purchase of 203 Orange Street for future Workforce Housing development. Then in May 2024, the CRA selected 360 Hospitality Group, LLC to transform the former City Hall site at 603 Brevard Avenue into a \$25 million mixed-use hotel project.

Community Policing Program

The Community Policing Program aims to proactively improve police patrols and offer a more personalized level of service by fostering a direct partnership between the Agency Board, the Downtown community, and the Cocoa Police Department.

Commercial Façade Improvement Program

The Commercial Façade Improvement Program is designed to encourage participation from property owners and stimulate private investment. With increased funding available, the program aims to generate a strong return on investment and maximize the impact of redevelopment efforts.



Learn More About Cocoa's CRAs

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