

CITY OF COCOA

BRIGHTLINE STUDY

JULY 2024



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OPPORTUNITY DEFINITION

**WHAT IF THE BRIGHTLINE STATION
WAS INSULATED BY COCOA'S PREMIER
CREATIVE AND INNOVATIVE MIXED-USE
DISTRICT?**



CONNECTED



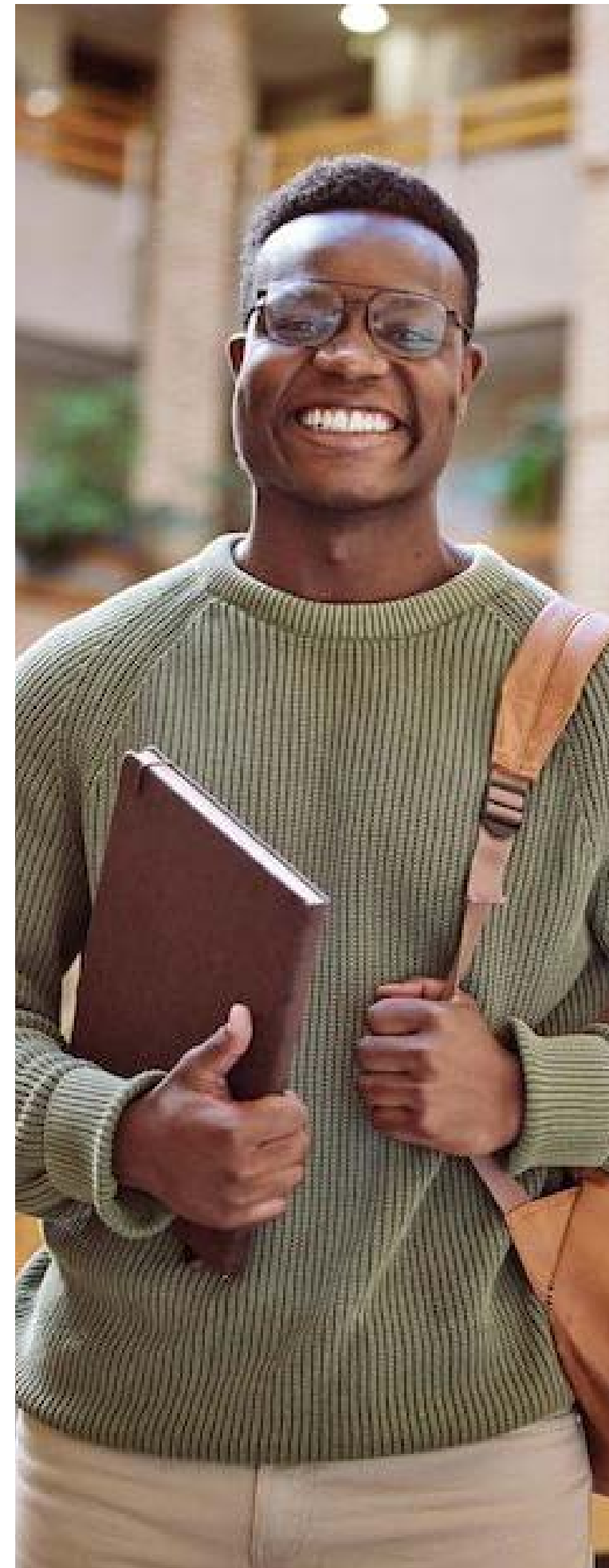
ACCESSIBLE



REJUVINATING



ATTAINABLE



EDUCATIONAL



CREATIVE



EMERGING SCHOLARS

- 21-25yo single-person households or living with roommates to save costs.
- Entering work force, likely employed full-time for first time in life.
- Likely to pursue job opportunities in new locations, might be moving far away from home.
- Household income roughly higher than US Average.
- Place great value on fitness & health.
- Extremely social, desires amenity areas to interact with other recent graduates.
- Emphasis on creating new social circles after leaving home/college.
- Close proximity to nightlife and entertainment desired.



YOUNG PROFESSIONALS

- 26-35yo single-person households & married couples.
- Household income 1.5x US average.
- Located in close proximity to metro areas.
- Many work from home, specializing in tech, management, sales, design & business operations.
- Love name brands, fashion trends.
- May change jobs often, requires flexible & impermanent living situations.
- Convenience is key: desires easy-button living, minimal commitments & home-focused responsibilities.
- Place great value on fitness & health.
- Highly social & drawn to gravitational scenes.
- Likely building wealth to buy a home or contribute to investment portfolios.
- Eats out often, fast-casual restaurants like Chipotle & Panera are preferred.
- Streaming content is big part of home life.



WAYWARD RETIREES

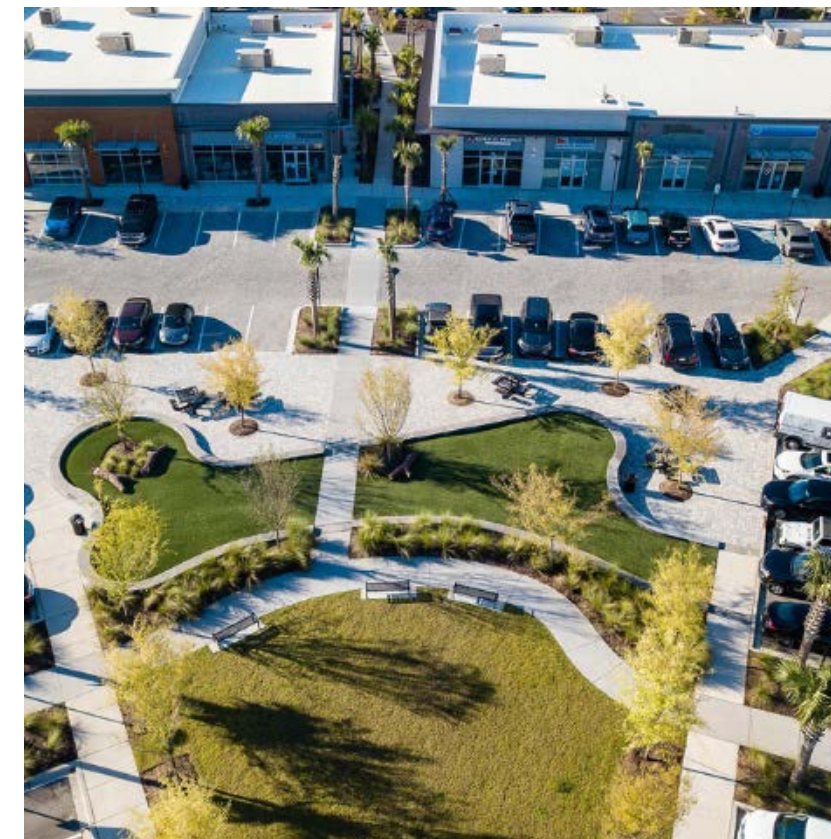
- Significant discretionary income and unencumbered by debt and childcare costs/responsibilities.
- Will make up larger proportion of population moving forward due to the Baby Boomer generation.
- Seeking more age-agnostic, wellness-driven housing, environments, and experiences that blur the lines between old and young.
- Looking for ease of accessibility to services and goods, and a robust social lifestyle.
- Desires access to leisure destinations and ports of travel.
- Potentially downsizing living situation and seeking to simplify lifestyle.

CASE STUDIES

MIXED USE DEVELOPMENT

FEATURES

Surround the transit hub with a well connected and self sustaining district with daily services, lifestyle commercial, and diverse housing opportunities.



MASTER STORMWATER SYSTEM / PARK

PROMISE

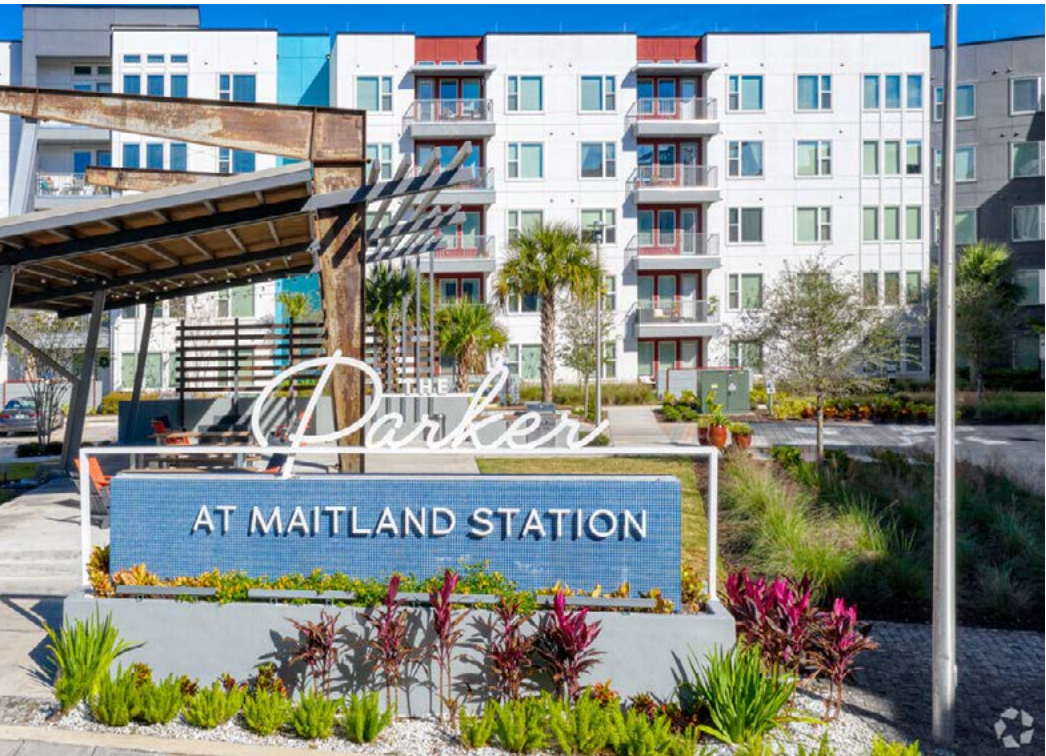
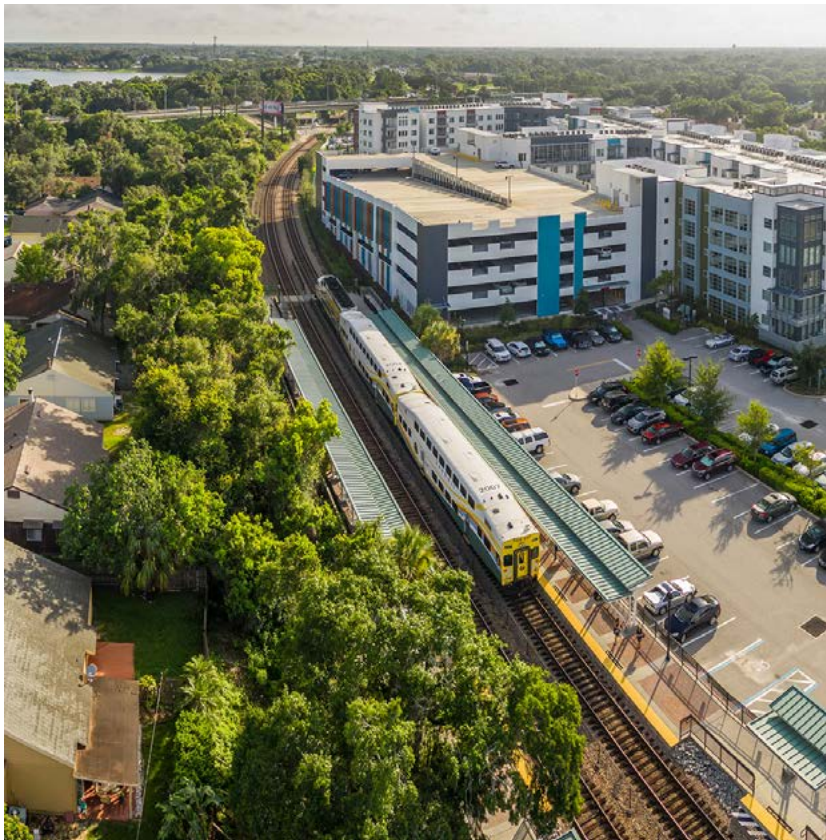
Create a net-environmental-benefit by leveraging natural characteristics of the site for storm water treatment and community enriching parkland.



MASS TRANSIT

PROMISE

Embrace the Brightline station seamlessly within the development as an activating destination and regional connector.



CONCEPTUAL PLAN

Imagine a compact, well-connected mixed-use center with a regional tie. While the Brightline station and eclectic mixed-use surroundings will offer an urban experience, the village will be balanced and linked together by a green thread of natural wetlands.

A welcoming gateway park anchors the district arrival sequence at the corner of Michigan Ave and N Cocoa Blvd.

In paying respect to the native environment, a wetland park will cleans runoff and provide respite for Cocoa’s newest urban dwellers and visitors.

Upstream of the wetland park, a dedicated master stormwater system will collect development rainwater centrally; freeing up valuable land for development.





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