



TUCKER
NORTHLAKE
community improvement district

Stakeholder Meeting Wednesday, October 16, 2024

Agenda

Partnerships in Public Safety

Giving you a Business Advantage

Trail Planning with a purpose

Partnerships in Public Safety

6 off-duty officers working for the CID

Graffiti removal / vandalism

Protecting vacant property

Flock cameras & your cameras

NOTICE

**24/7 VIDEO
RECORDING**

flock safety

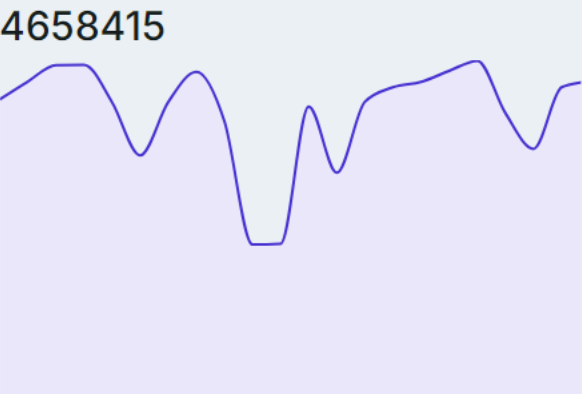
Eliminate Crime in Your Community

To solve and eliminate crime – you need evidence. Protect your community, business or school 24/7 with coverage that never sleeps. Empower your law enforcement agency to solve crime faster with Flock's city-wide safety platform.

Book a Demo

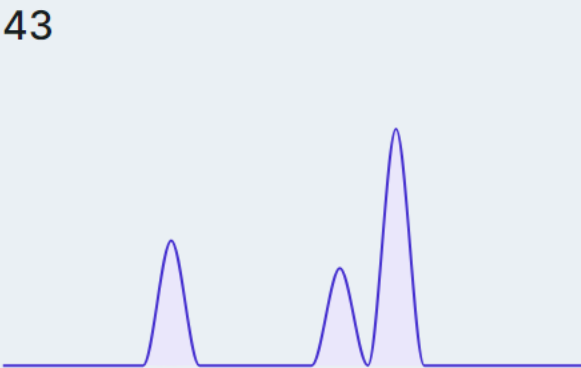
Insights Dashboard

Vehicle Reads View Details

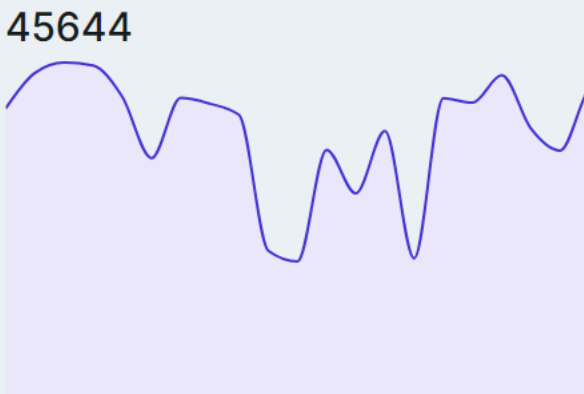


Searches View Details

Number of searches performed by users from your organizations



Hot List Hits



Device Sharing

Shared with
Snellville GA PD,
Decatur GA PD,
and 48 others

Access Levels
Search
Hotlist Tool Access

Device Status

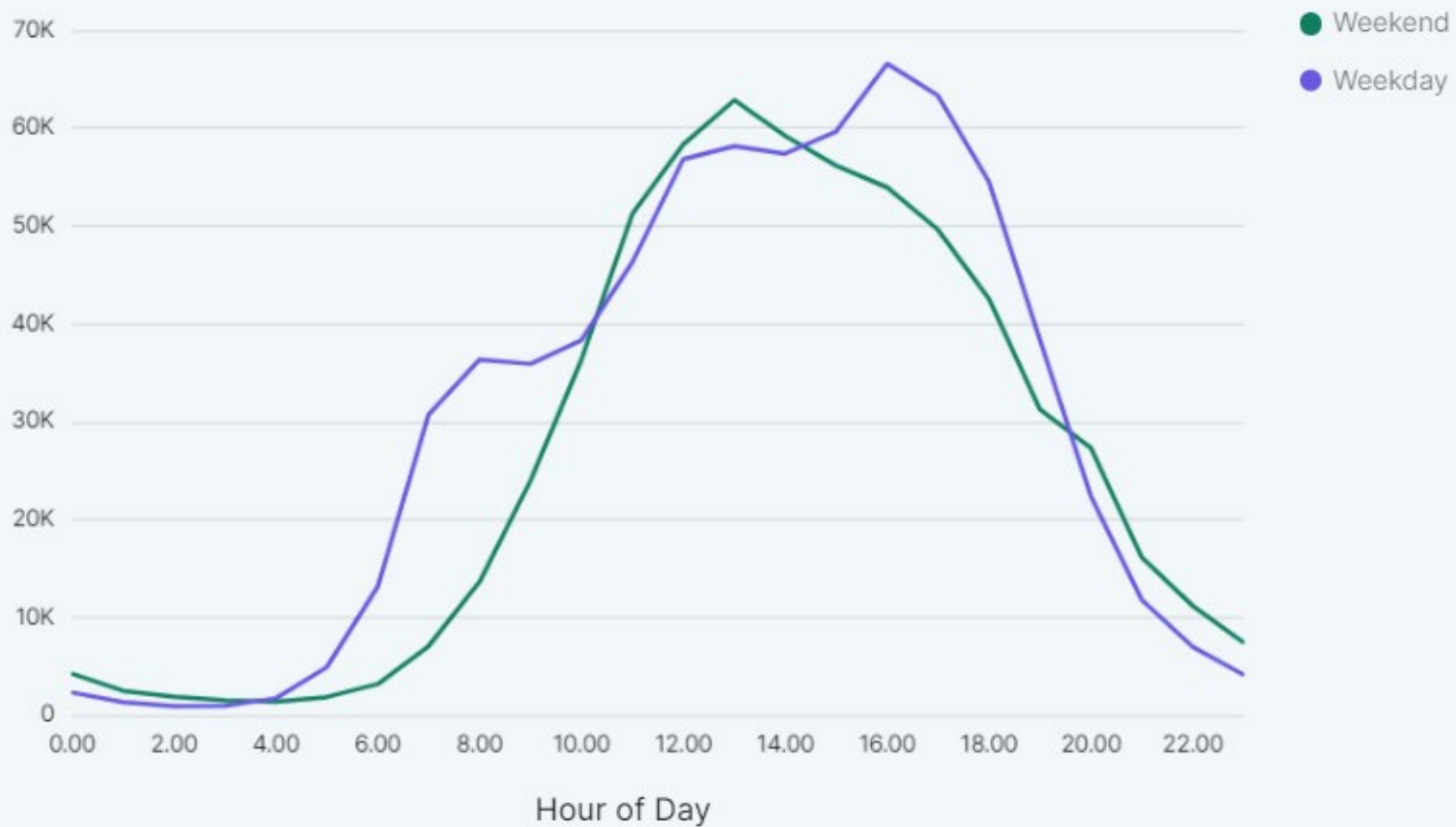
10 / 10 
Devices Online

[< Previous Device](#)

Device Name	Battery	Latency
#04 Northlake Pkwy NE @ GA-285 - WB	99%	13.20 s

[Next Device >](#)

Time of Day Average Total Volume



Search Search Lookup Tool

Hide

Reset All

CAMERAS (10/10)

Camera Map

All Cameras / Private Cameras

IMAGES

LICENSE PLATE

Override Confidence Thresholds

TC

Partial Plate Search

All Plates

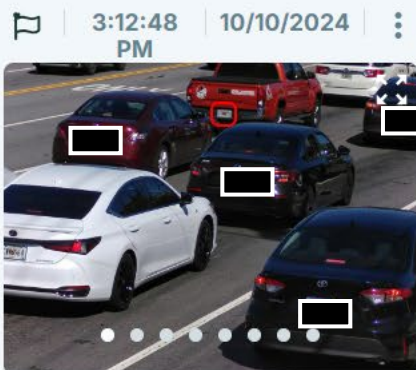
Regular Plates

Temporary Plates

No Plates

STATE (0/53)

of overpass) - EB

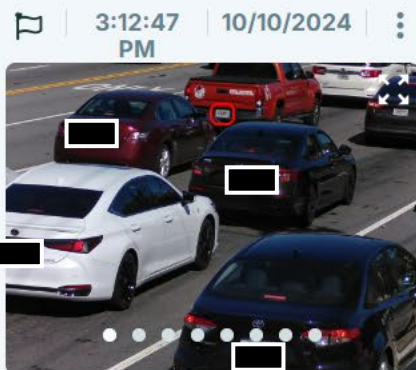


GA

View More Details

Location #08 SR-236 (Lavista Rd) @ SR-285 (east of overpass) - EB

of overpass) - EB

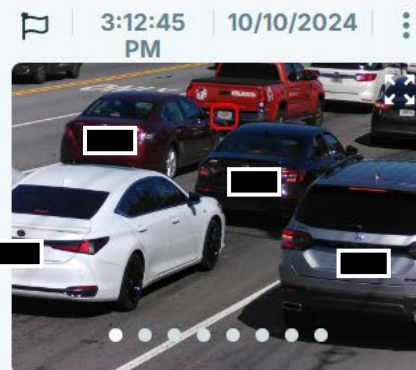


GA

View More Details

Location #08 SR-236 (Lavista Rd) @ SR-285 (east of overpass) - EB

of overpass) - EB

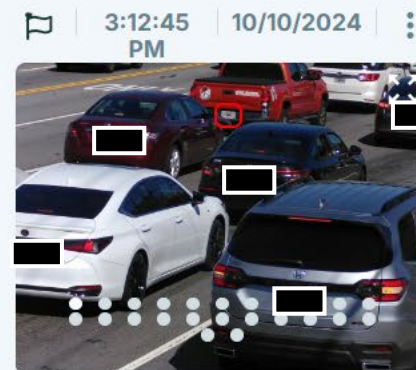


GA

View More Details

Location #08 SR-236 (Lavista Rd) @ SR-285 (east of overpass) - EB

of overpass) - EB



GA

View More Details

Location #08 SR-236 (Lavista Rd) @ SR-285 (east of overpass) - EB



License plates covered for print copy of slides

Reset All

CAMERAS (10/10)

Camera Map

● All Cameras / Private
Cameras

IMAGES

LICENSE PLATE

☐ Override Confidence Thresholds

TC

☒ Partial Plate Search

● All Plates

- Regular Plates

- Temporary Plates

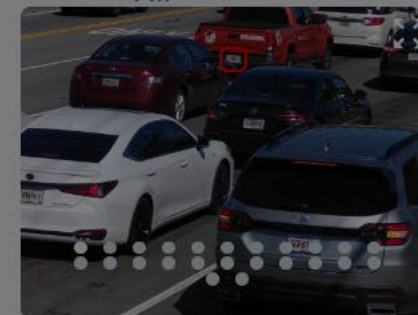
☐ No Plates

STATE (0/53)



Tucker-Northlake CID-#08 SR-236 (Lavista Rd) @ SR 33.846473532145914, -84.24557188214942
10/10/2024 15:12:47 EDT

3:12:45 PM 10/10/2024



TCV4471

GA TCV4471

[View More Details](#)

Location #08 SR-236 (Lavista Rd) @ SR-285 (east of overpass) - EB

3:12:39 PM 10/10/2024

Search

Sharing

Insights

Admin

Search

Search

Lookup Tool

Hide

Reset All

CAMERAS (10/10)

Camera Map

All Cameras / Private Cameras

IMAGES

+

LICENSE PLATE

Override Confidence Thresholds

TC

Partial Plate Search

All Plates

Regular Plates

Temporary Plates

No Plates

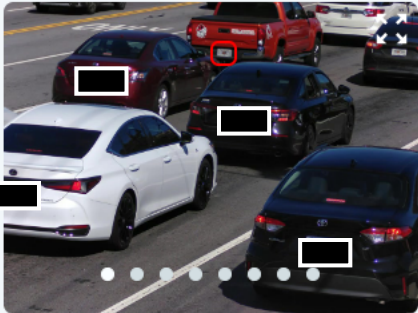
STATE (0/53)

+

of overpass) - EB

3:12:48 PM

10/10/2024



GA

View More Details

Location

#08 SR-236 (Lavista Rd) @ SR-285 (east of overpass) - EB

3:12:44 PM

10/10/2024



License Plate:

Overview

Media

Details

Body, Make, Color

Pickup, GMC, Red

Identifiers

undetected

Plate State

GA

Days Seen

13 days in the last 30 days

Date

10/10/2024, 3:12:47 PM

Device Owner

Tucker-Northlake CID

Device Name

#08 SR-236 (Lavista Rd) @ SR-285 (east of overpass) - EB

Device Type

Falcon

Device Location

33.846473532145914, -84.24557188214942

Nearest Address

4227 Lavista Rd, Tucker, GA 30084, USA

License plates covered for print copy of slides

Search

Sharing

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Search

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Reset All

CAMERAS (10/10)

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STATE (0/53)

of overpass) - EB

3:12:48 PM

10/10/2024



 GA 

View More Details

Location #08 SR-236 (Lavista Rd) @ SR-285 (east of overpass) - EB

3:12:44 PM

10/10/2024



3:12: PM



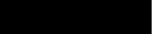


View

Location

3:12: PM



License Plate: 

▼ Confidence Levels

Body [0.99] Very High Confidence

Make [0.43] Moderate Confidence

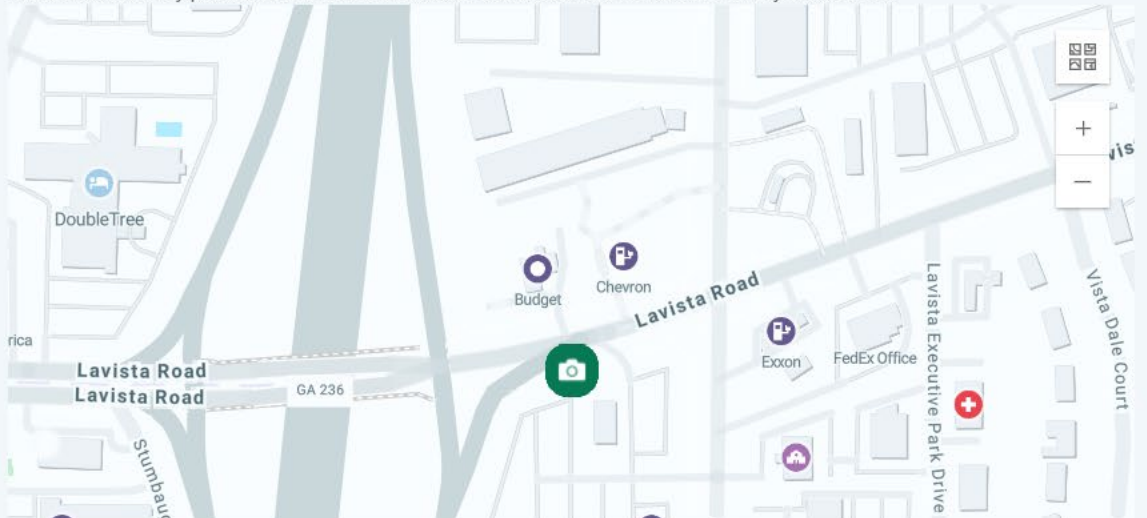
Color [0.99] Very High Confidence

Plate confidence is 0.85. This image was sent to the Hot List Tool for processing. Users with Hot List Tool access and the appropriate application settings will receive Alert(s) if this license plate is on an active hot list(s).

Plate state confidence is 1.00. This image would have passed state filters for Georgia AND any custom hot list entries that do not have a state filter

Vehicle Journey

The Vehicle Journey plots the cameras that have seen this vehicle within the time frame you searched.



License plates covered for print copy of slides

Search

Sharing

Insights

Admin

Search

Search

Lookup Tool

Hide

Reset All

CAMERAS (10/10)

Camera Map

All Cameras / Private Cameras

IMAGES

+

LICENSE PLATE

-

Override Confidence Thresholds

TC

Partial Plate Search

All Plates

Regular Plates

Temporary Plates

No Plates

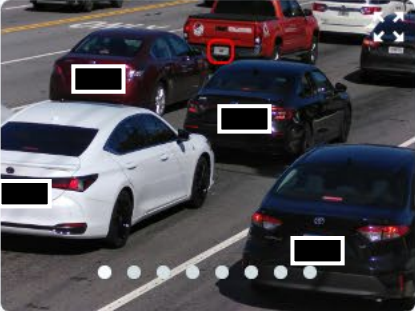
STATE (0/53)

+

of overpass) - EB

3:12:48 PM

10/10/2024



GA

View More Details

Location

#08 SR-236 (Lavista Rd) @ SR-285 (east of overpass) - EB

3:12:44 PM

10/10/2024



3:12: PM



View

Location

3:12: PM



License Plate:

Original Image



#08 SR-236 (Lavista Rd) @ SR-285 (east of overpass) - EB
10/10/2024, 3:12:47 PM

Vehicle Journey Results



#08 SR-236 (Lavista Rd) @ SR-285 (east of overpass) - EB
10/10/2024, 3:11:49 PM



#08 SR-236 (Lavista Rd) @ SR-285 (east of overpass) - EB
10/10/2024, 3:11:48 PM



#08 SR-236 (Lavista Rd) @ SR-285 (east of overpass) - EB
10/10/2024, 3:11:47 PM

55-57 of 57

<

>

57 images of the vehicle were captured from the same camera.

License plates covered for print copy of slides

🔍

Search

Sharing

Insights

Admin

Search

Search

Lookup Tool

Hide

Reset All

CAMERAS (10/10)

Camera Map

All Cameras / Private Cameras

IMAGES

+

LICENSE PLATE

-

☐ Override Confidence Thresholds

TC

☒ Partial Plate Search

All Plates

Regular Plates

Temporary Plates

No Plates

STATE (0/53)

+

Planning Portal

🔔

?

⚙️

3:11:47 PM

10/10/2024

⋮



33.846473532145914, -84.24557188214942

Tucker-Northlake CID-#08 SR-236 (Lavista Rd) @ SR

10/10/2024 15:11:47 EDT

3:10:10 PM

10/10/2024

⋮



TCV471

GA TCV4471

View More Details

Location

#08 SR-236 (Lavista Rd) @ SR-285 (east of overpass) - EB

License plates covered for print copy of slides



flock safety

Investigative Summary

Report ID: 3ae4b867-c2ad-4594-97e3-5d076798f739

Date Created: 10/10/2024, 3:23 PM EDT

License Plate Read

Organization name	Created by	Date created	Search reason
Tucker-Northlake C...	Matthew Lee	Oct 10 2024	Test



License Plate Detection Details

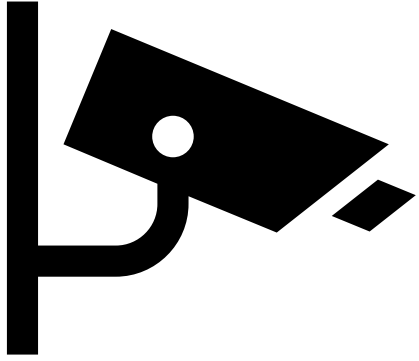
License plate	TCV4471
Body, Make, Color	Pickup-GMC-Red
Date/time captured	Oct 10 2024, 7:12:47 PM UTC
Loca	

License plates covered for print copy of slides

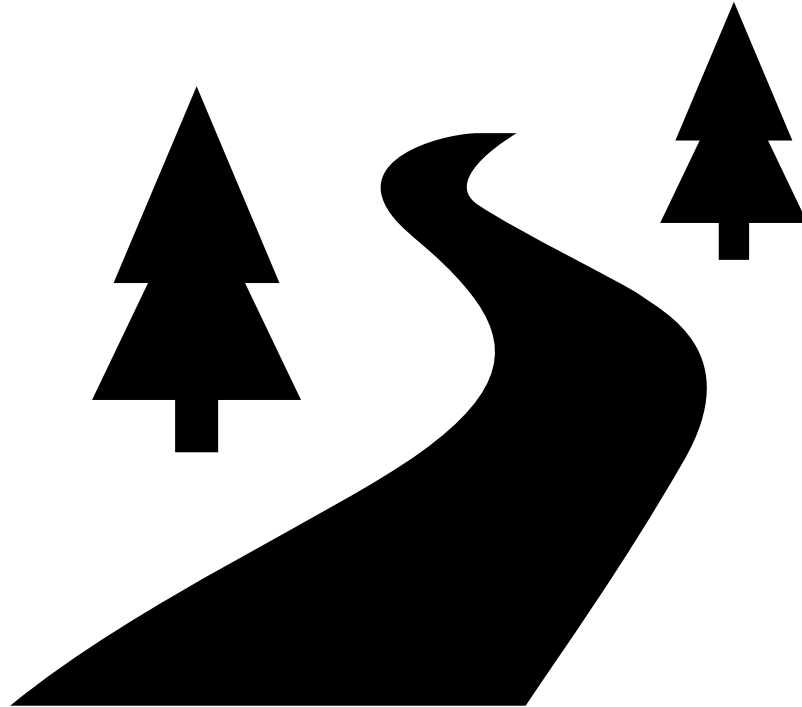


Law enforcement is not The Dukes of Hazzard

Filling the Gap



County/City/CID



Businesses

None of this matters if you don't
get them on camera on your
property.

Make the data accessible to the police quickly.



[Camera Registration](#)

[Camera Integration](#)

[Shop](#)

[FAQs](#)



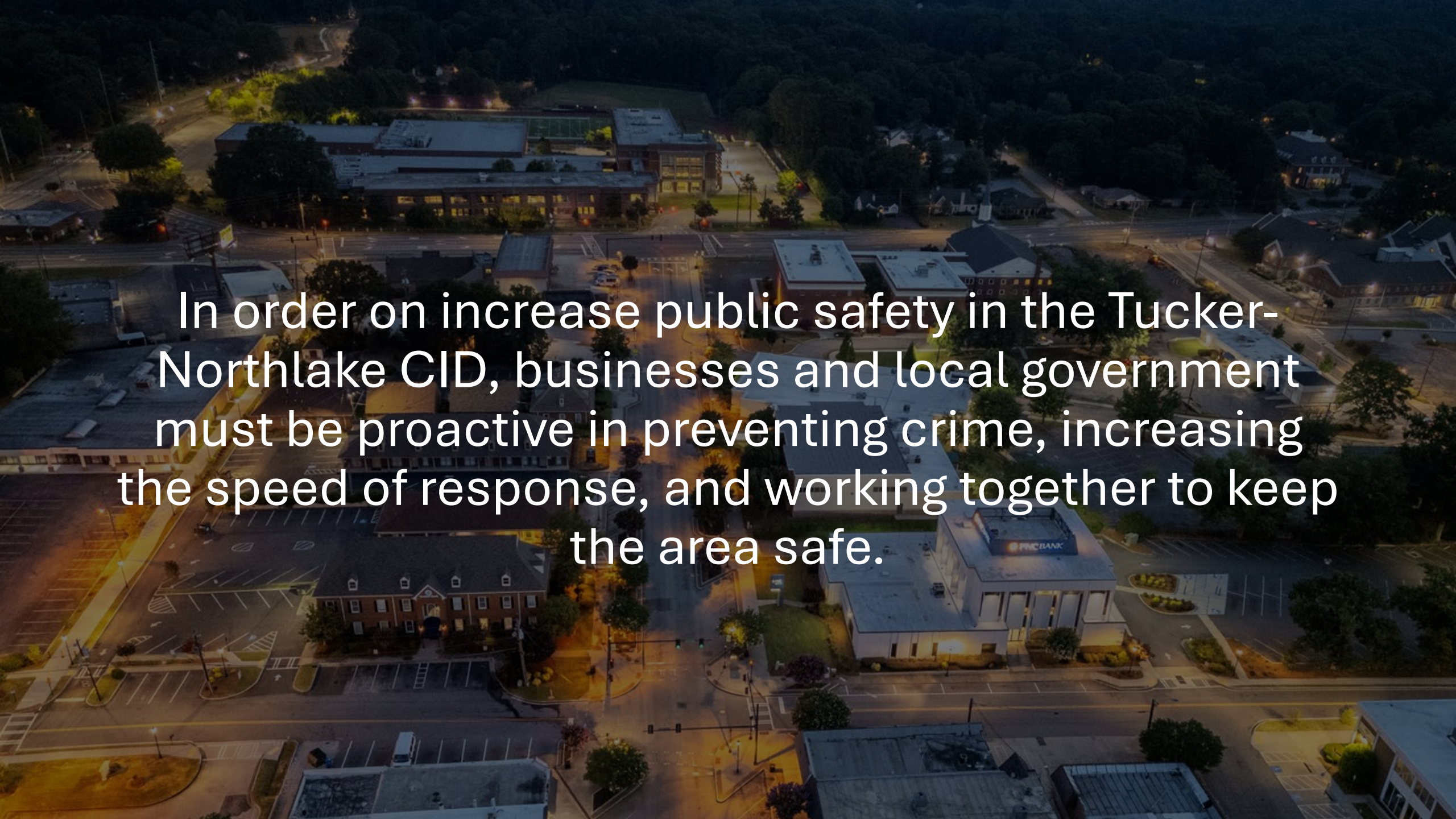
Help Keep DeKalb County Safe

2704

Registered Cameras

8390

Integrated Cameras

An aerial night photograph of a city intersection. The scene is illuminated by streetlights, showing a grid of roads, several buildings, and parking lots. A large, multi-story building with a flat roof is prominent in the upper center. To the right, a building with a 'FMC BANK' sign is visible. The background is filled with dense trees. Overlaid on the center of the image is a large block of white text.

In order on increase public safety in the Tucker-Northlake CID, businesses and local government must be proactive in preventing crime, increasing the speed of response, and working together to keep the area safe.

Giving you an Advantage

The Numbers Supporting Good Business in Tucker

Predominant Mosaic Segment (Groups)

Zip Code

- | | |
|-----------------------------|---------------------------|
| A - Power Elite | K - Significant Singles |
| B - Flourishing Families | L - Blue Sky Boomers |
| C - Booming with Confidence | M - Families in Motion |
| D - Suburban Style | N - Pastoral Pride |
| E - Thriving Boomers | O - Single and Starters |
| F - Promising Families | P - Cultural Connections |
| G - Young City Solos | Q - Golden Year Guardians |
| H - Bourgeois Melting Pot | R - Aspirational Fusion |
| I - Family Union | S - Thrifty Habits |
| J - Autumn Years | |

Income by Zip Code

Predominant Mosaic Segment (Groups) Zip Code

- | | |
|-----------------------------|---------------------------|
| A - Power Elite | K - Significant Singles |
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\$50K –
\$74K

\$75K –
\$99K

\$125K –
\$149K

\$50K –
\$74K

\$50K –
\$74K

\$125K –
\$149K

\$125K –
\$149K

\$125K –
\$149K

\$250K+

\$125K –
\$149K

\$125K –
\$149K

\$125K –
\$149K

\$125K –
\$149K

\$125K –
\$149K

\$50K –
\$74K

\$50K –
\$74K

Tucker

\$75K –
\$99K

\$50K –
\$74K

\$75K –
\$99K

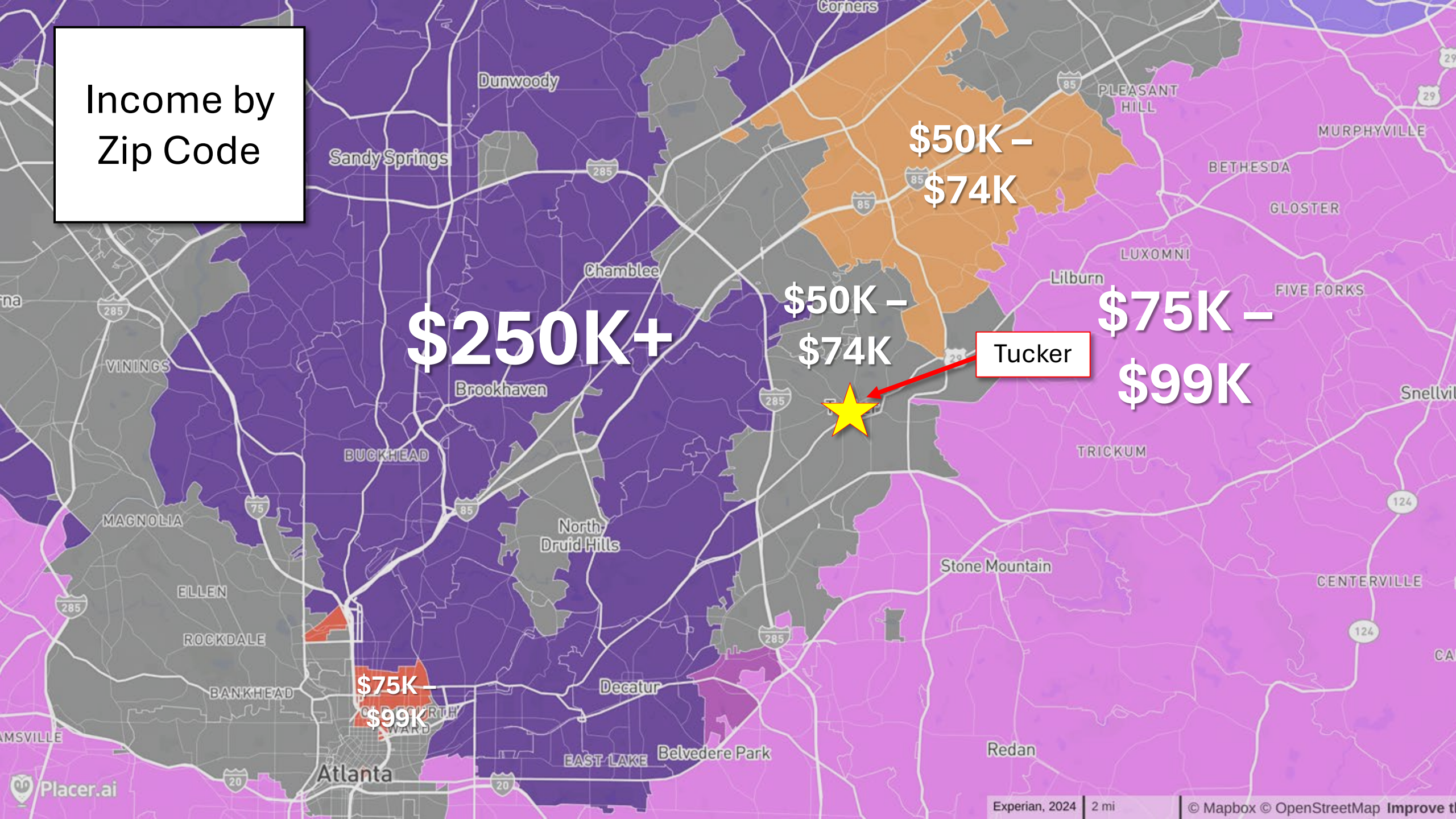
\$50K –
\$74K

\$50K –
\$74K

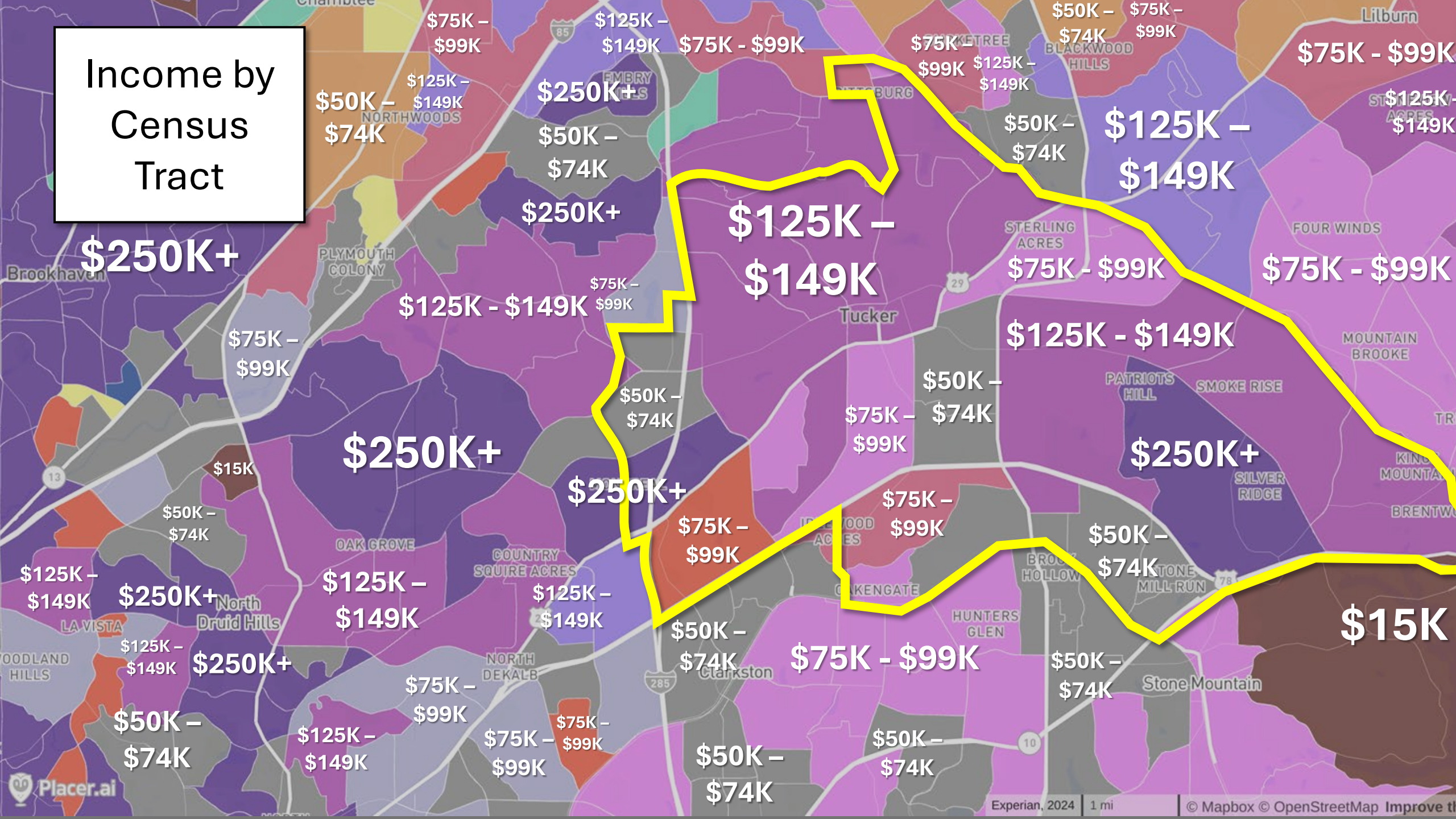
\$125K –
\$149K

\$250K+

Income by Zip Code



Income by Census Tract



Tucker Northlake CID - Visitor Psychographics

Visitor diversity goes beyond race and age



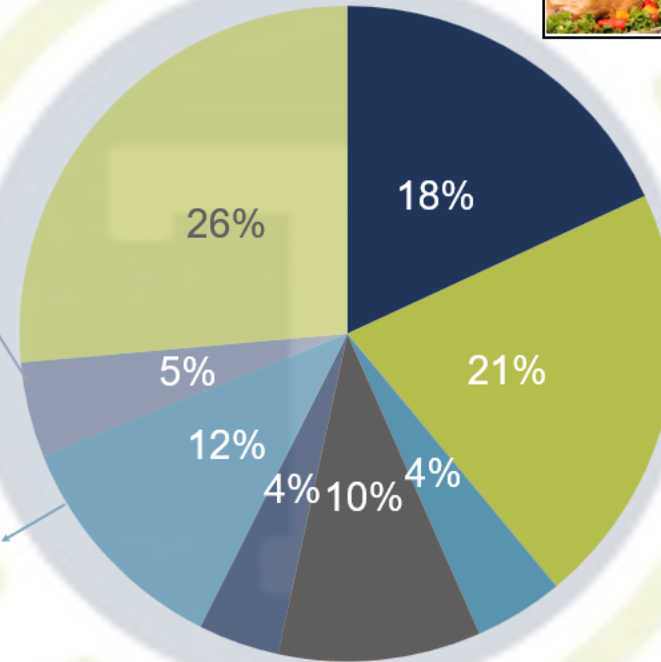
Flourishing Families (4.7% US Pop)

\$137,500 HHI
Affluent
Athletic
Saving for college
Family-oriented activities
High credit card use
Tech forward
Overindex on social media
Overindex on text



Suburban Style (7.3% US Pop)

\$87,500 HHI
Comfortable lifestyle
Suburban living
Politically diverse
Family-centric activities
Parents
Financially invested
Overindex on television
Overindex on social media



Singles & Starters (6.5% US Pop)

\$62,500 HHI
Renters
Single adults
Politically disengaged
Foodies
Digitally savvy
Overindex on radio
Overindex on messaging



Booming with Confidence (10.9% US Pop)

\$137,500 HHI
Highly educated
Affluent
Upscale housing
Savvy investors
Tech apprentices
Environmental philanthropists
Overindex on websites
Overindex on social media



Power Elite (9.5% US Pop)

\$250k+ HHI
Wealthy
Highly educated
Politically conservative
Well-invested
Charitable giving
Active and fit
Overindex on websites
Overindex on messaging and social media

- Suburban Style
- Singles & Starters
- Golden Year Guardians
- Power Elite
- Bourgeois Melting Pot
- Booming w/ Confidence
- Flourishing Families
- Other

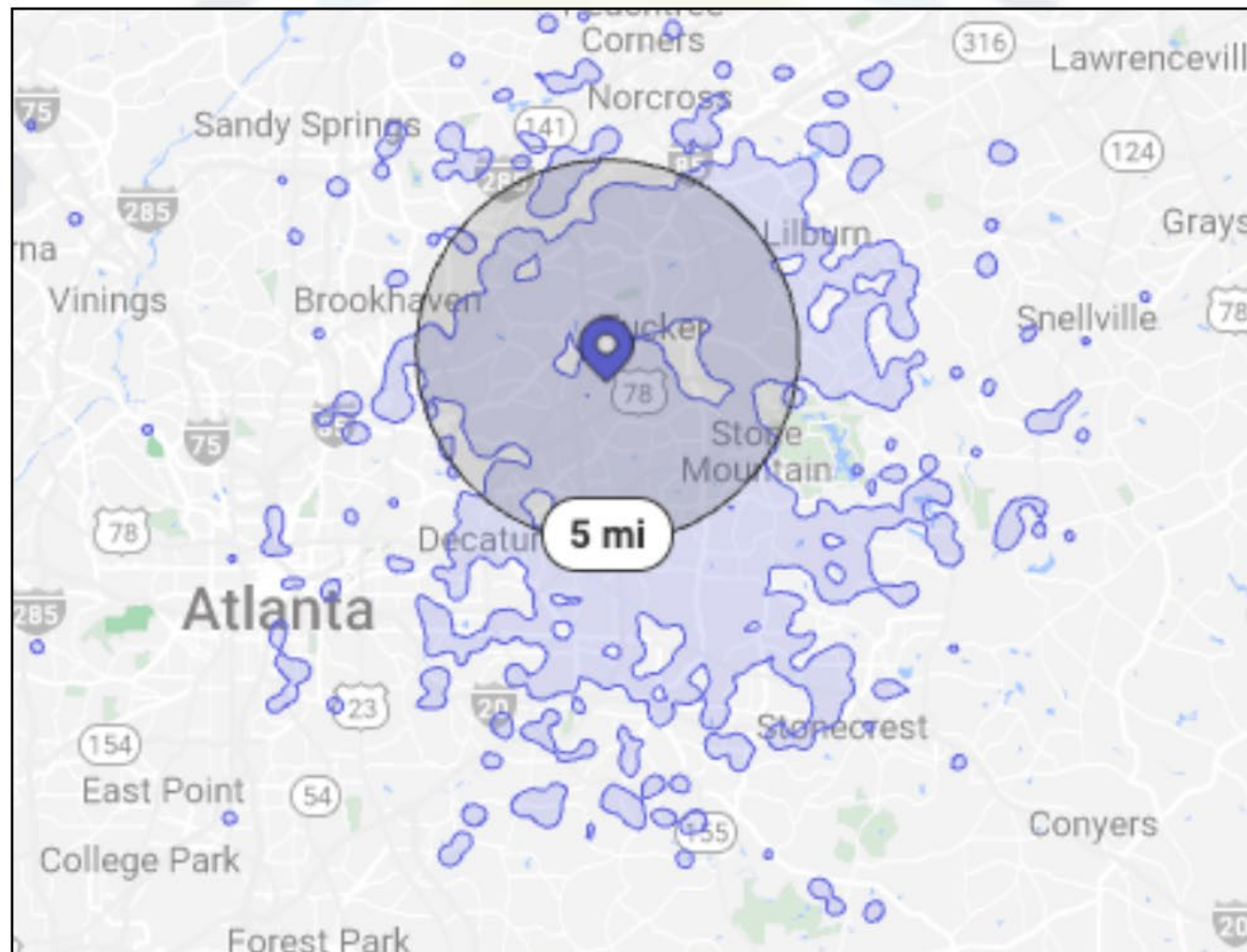
Tucker Northlake CID - Travel Patterns

Tucker CID is a destination with people coming from home and heading back home



Tucker Northlake CID - Visit Footprint

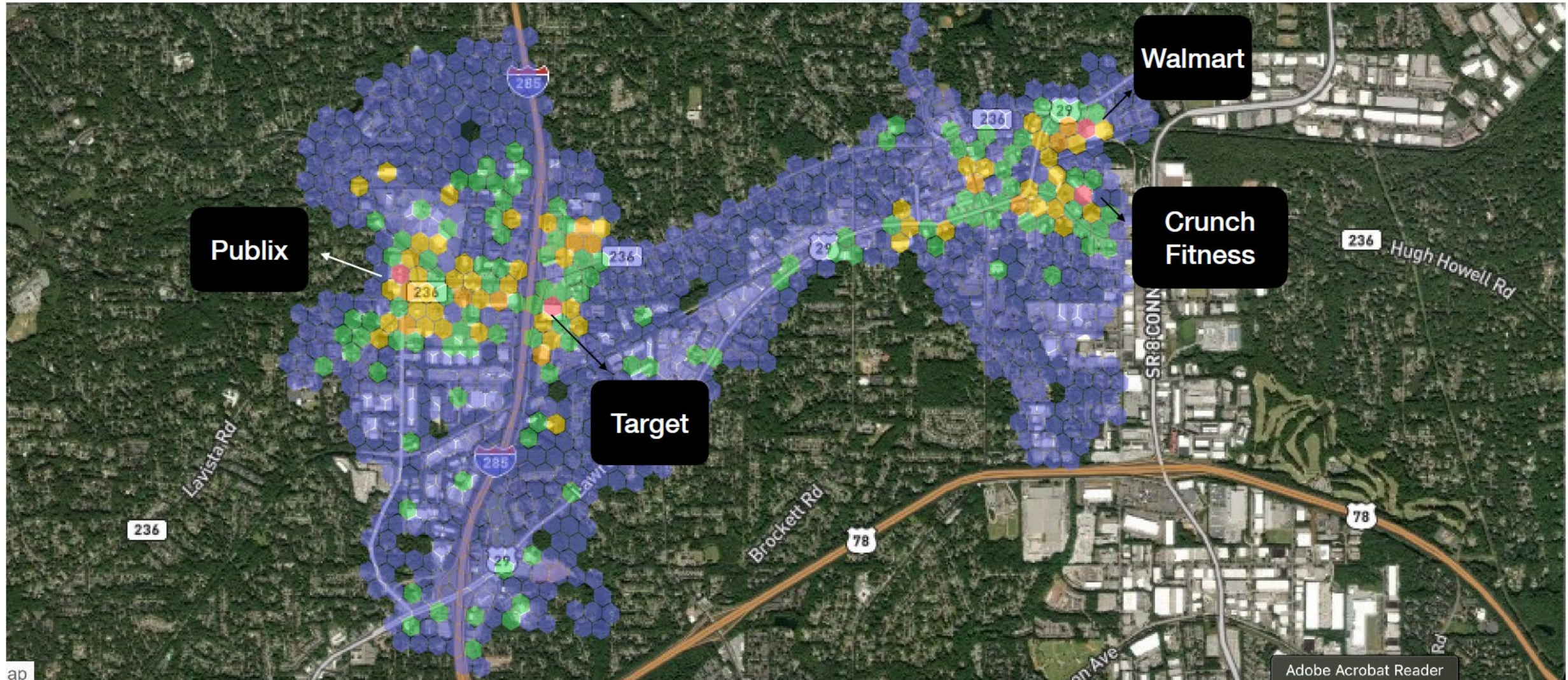
Visitation to Tucker CID is from the South and East



70% of visits come from the area in purple, but you will notice about half of those visits come from outside of a five-mile radius, most notably to the south.

Tucker Northlake CID - Top Spots

Key retailers are driving the most visits to Tucker CID



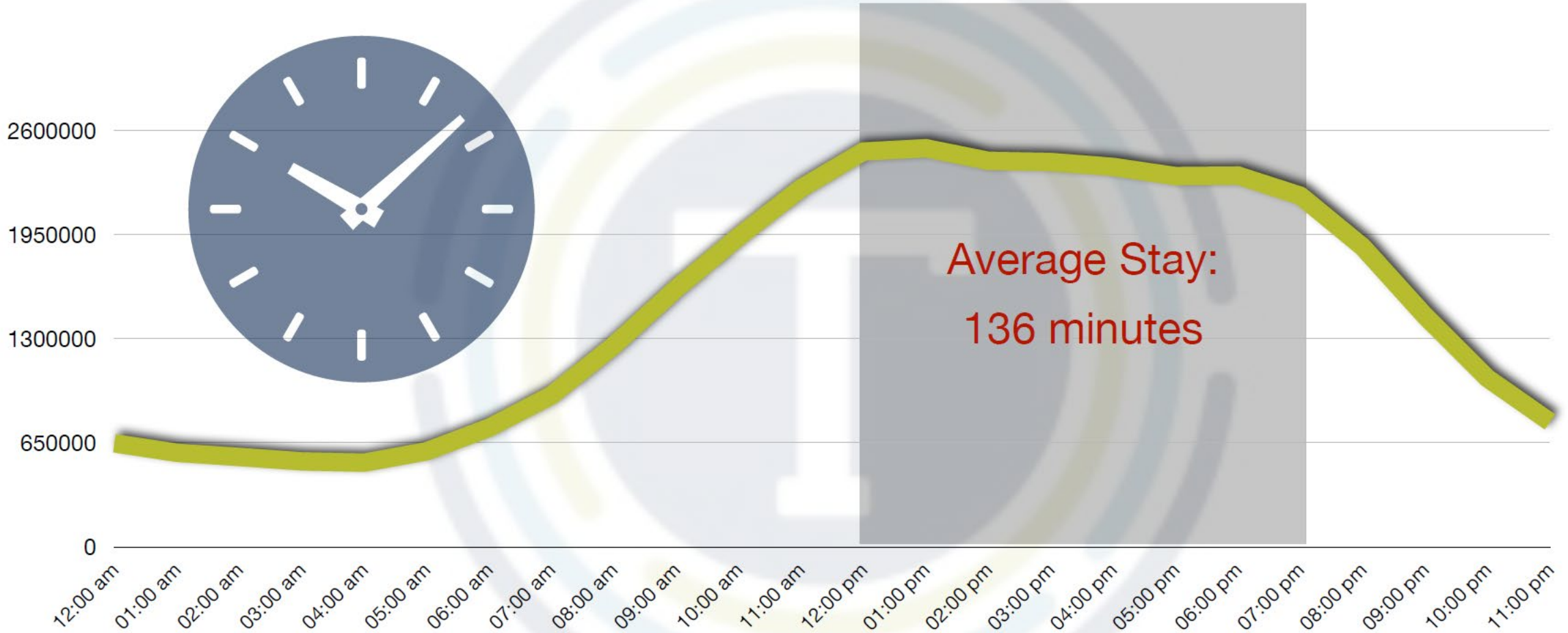
Tucker Northlake CID - Retail

Walmart and Target drive the majority of retail visits to the CID



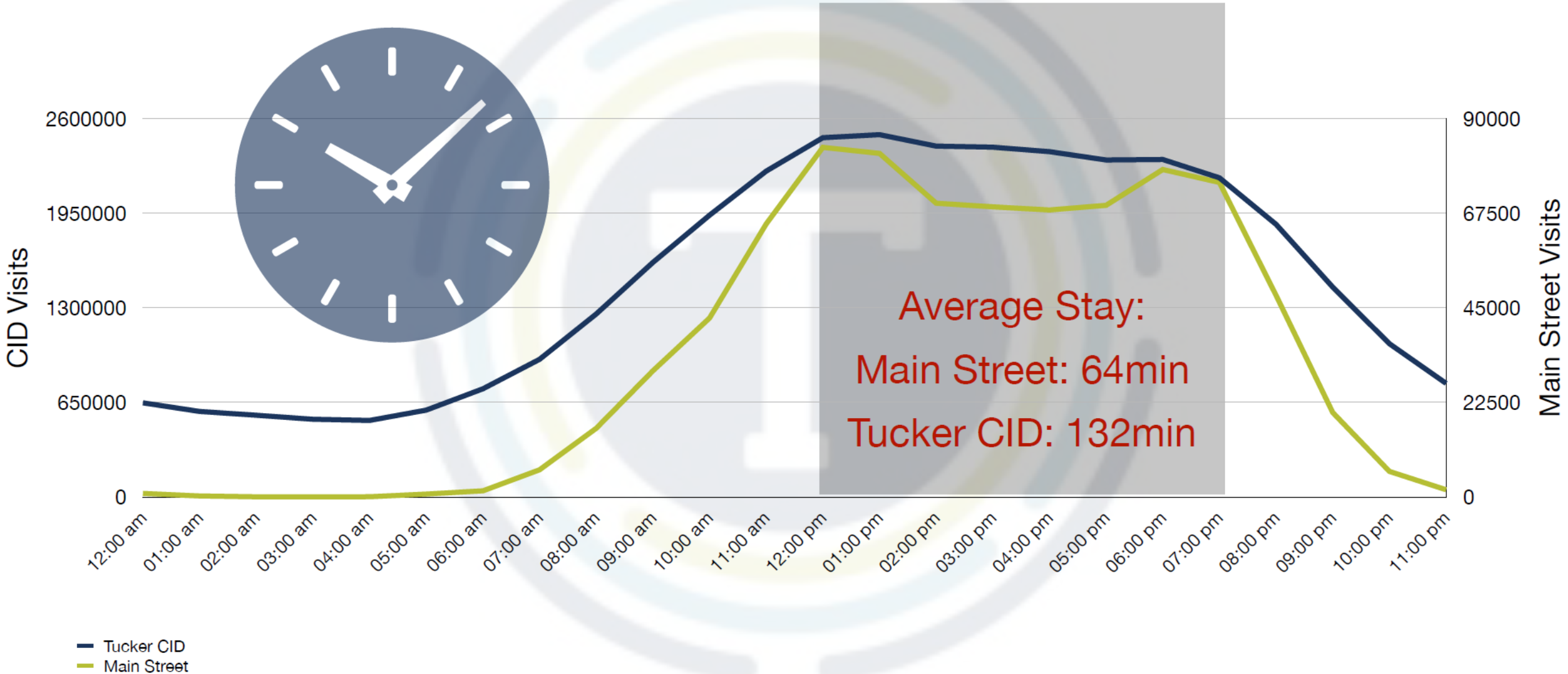
Tucker Northlake CID - Visitation Times

Visitation is expected during the day, but there is a significant drop off after 7p



Tucker Northlake CID - Visitation Times

The 7p drop-off on Main Street is even more severe than the CID



Visitor Journey

Handy ACE



180.5K Visits

4.5% visitors coming directly from Home Depot

Average visit time 22 minutes

34% have a household income of over 100K

41% Bachelors Degree or higher. State average is 33%

Ranked 13th highest visits out of 157 Handy ACE locations in Georgia

Ranked 6th highest visits in Metro Area

36% are visiting other business in the area after leaving

Visitor Journey

Local 7



43.5% of visitors are coming from home

3.7% Banks (PNC 1.7%, Bank of America 1.4%)

2.6% Cofer Brothers

1.3% Furbusters

0.8% Wine & Whimsey

0.7% Target

15% are visiting other business in the CID after leaving

Visitor Journey



Macy's

Closing 55 stores by the end of 2024. 150 total by 2027

Northlake down by 17% in visits from 2022

Ranked 357th in visits out of 409 stores nationwide, 12%

287K visits per year

28.6% are coming from home

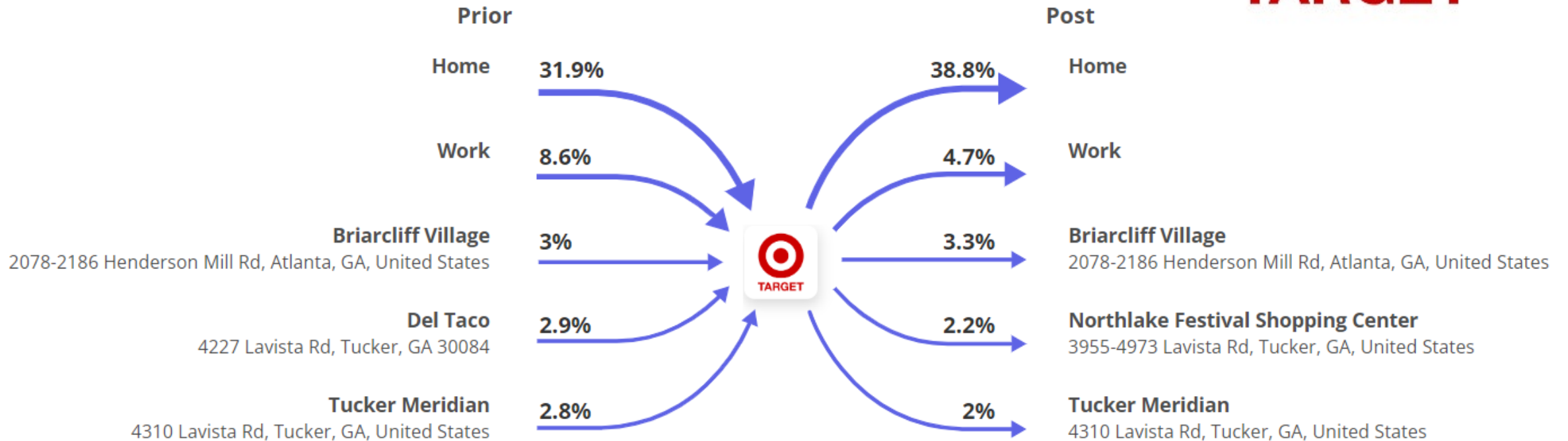
Where are they going after?

11.8% Briarcliff Village

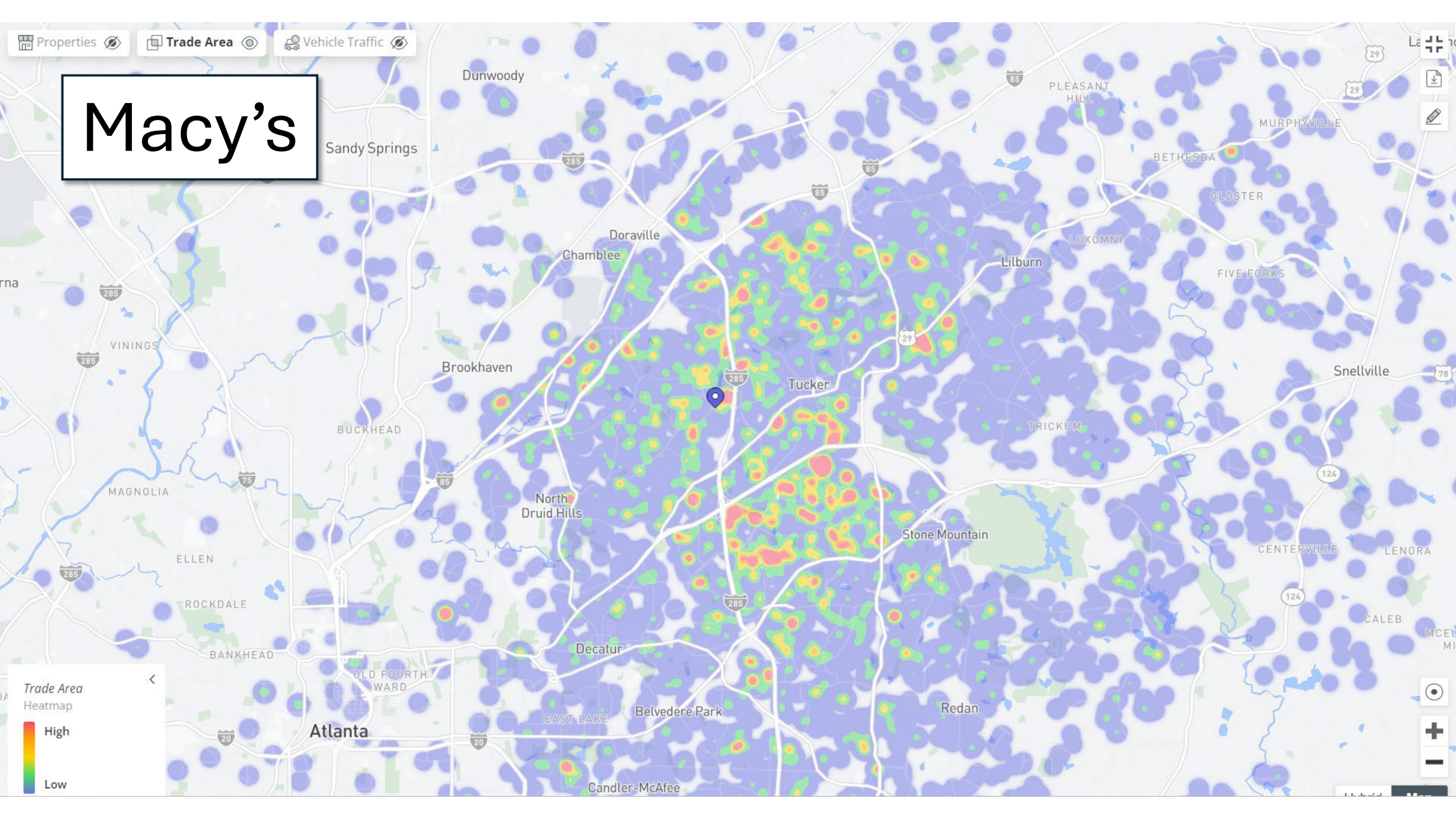
2.6% Northlake Festival

2.7% Target

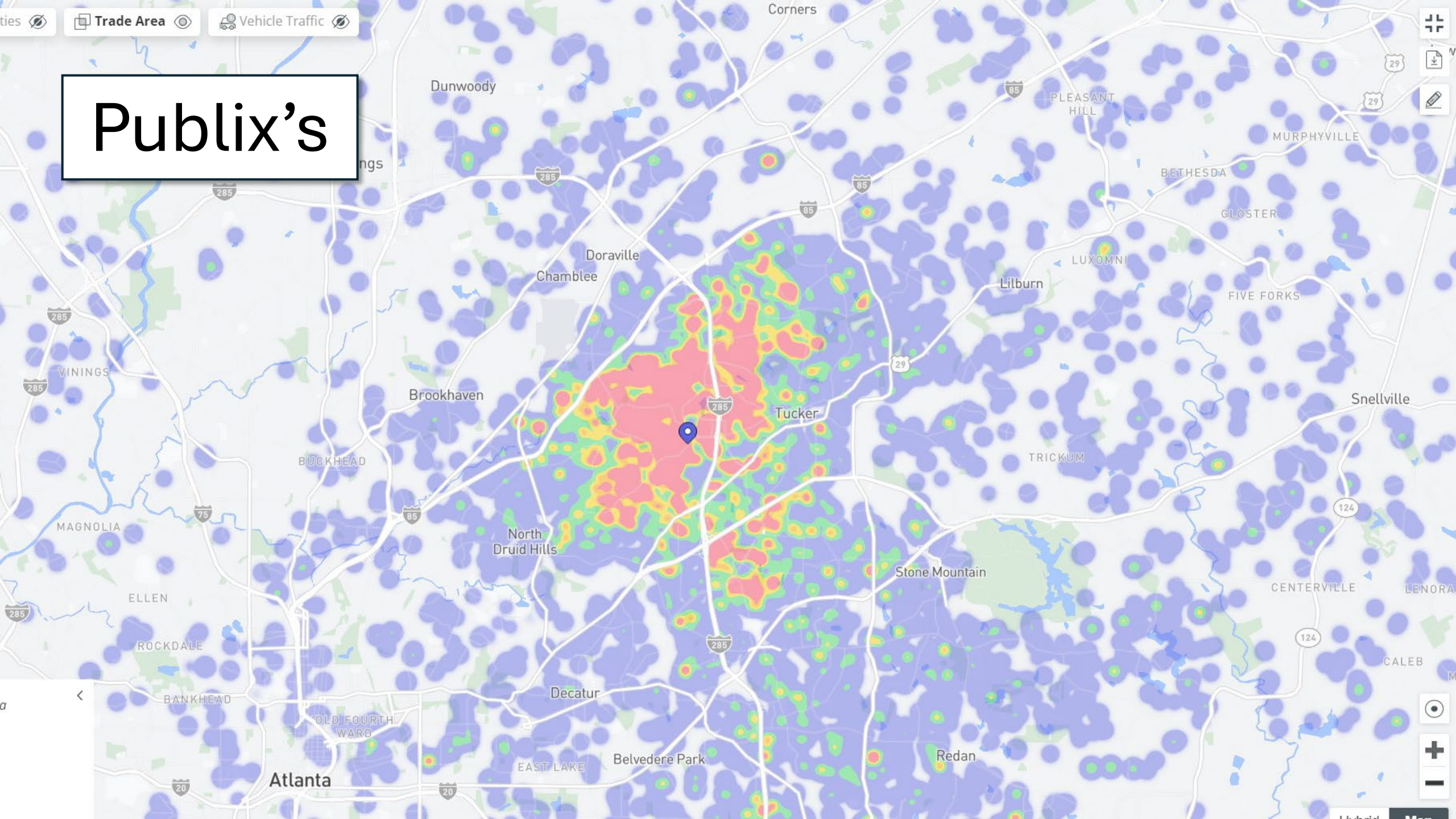
Visitor Journey



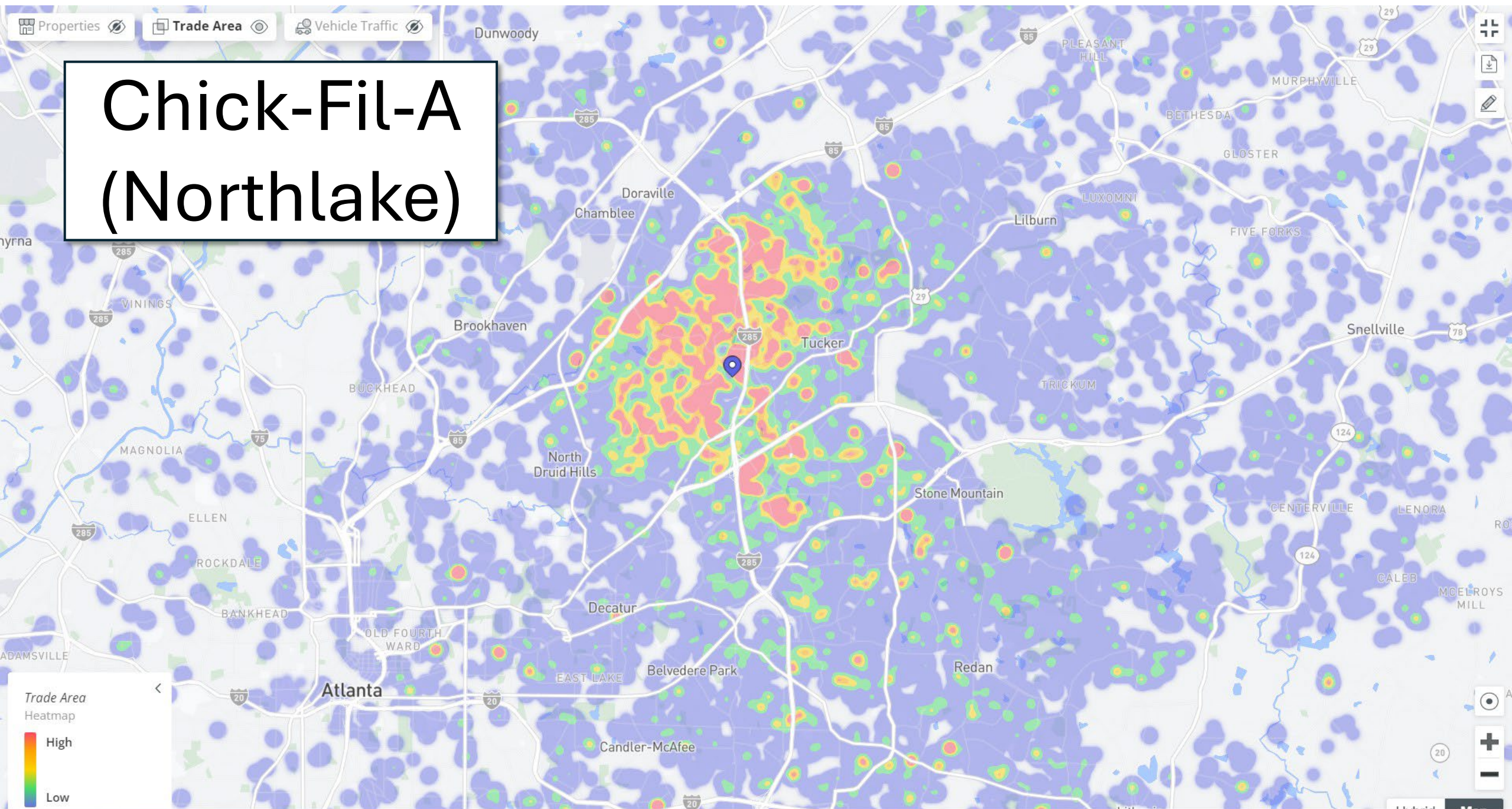
Macy's



Publix's



Chick-Fil-A (Northlake)



Visits

**Out of 57 Starbuck's in a 15-mile radius
which one has the most visits?**

- A. Lavista Road – Northlake
- B. Burns Corner – Downtown Tucker**
- C. Ashford Dunwoody Road

Visits

**Which Tucker business is in the bottom 3%
in the franchise nationwide?**

- A. Wendy's
- B. Burger King**
- C. Northlake Chick-Fil-A

Burger King and Hidden Valley Ranch Introduce Dip Cup for Burgers

OCT
15
2024

News



BURGER KING

Share:    

Starting October 16, the Big Dip cup will be available at select Burger King locations in New York City, Los Angeles, Chicago, Miami, Dallas, Houston and San Francisco.

The next *big* thing has arrived at Burger King, and it's fit for a ranch loving king, queen ... or a Whopper sandwich! After launching Hidden Valley Ranch in Burger King restaurants

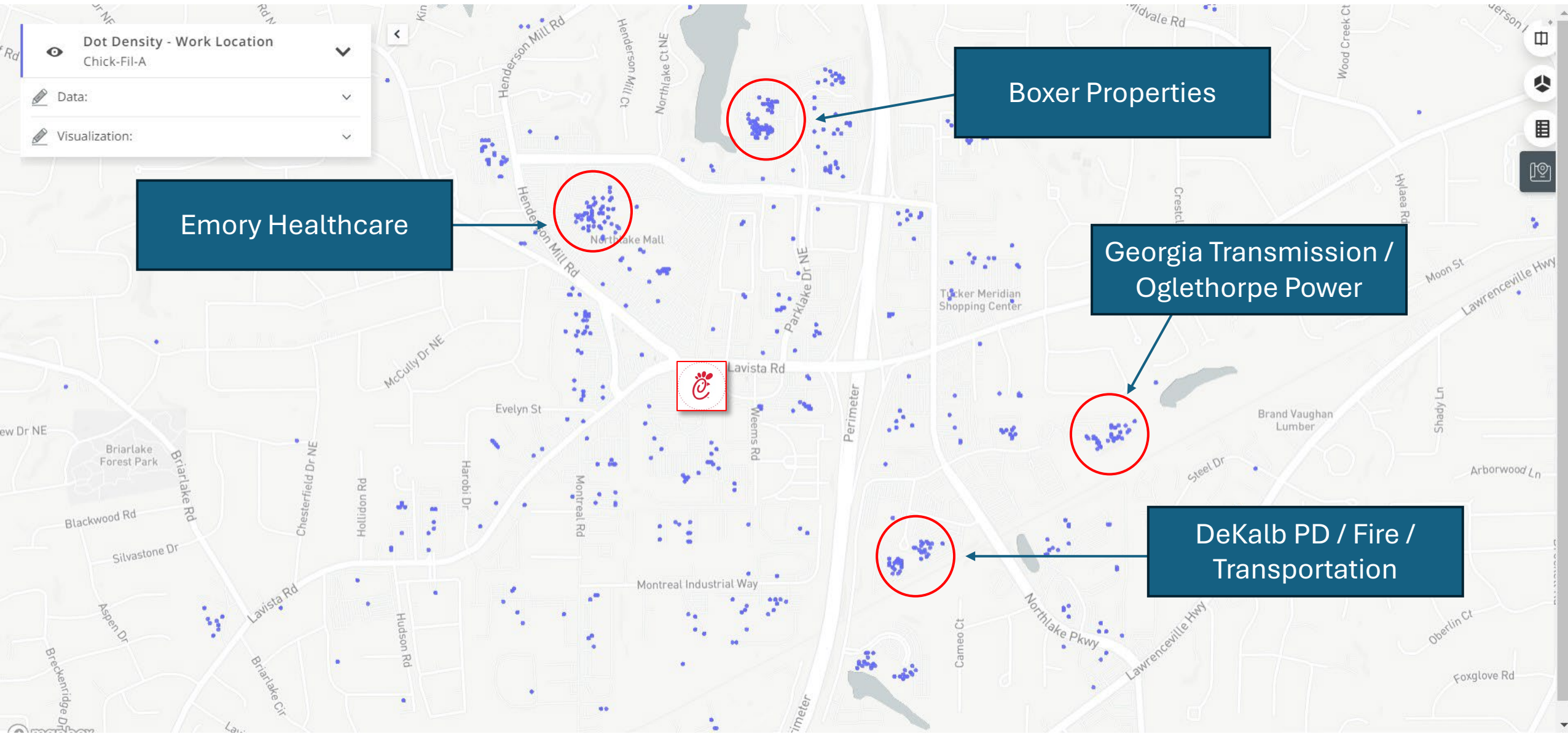
READY TO MAKE
SOME

Tucker Northlake CID - QSR

Chick-fil-A (Lavista) dominates visitor traffic almost 3:1 with the exception of McDonald's



Northlake Chick-Fil-A – Customer work locations



Chick-Fil-A (Northlake)

909K Visits annually

428K have visited at least 12 times in a year

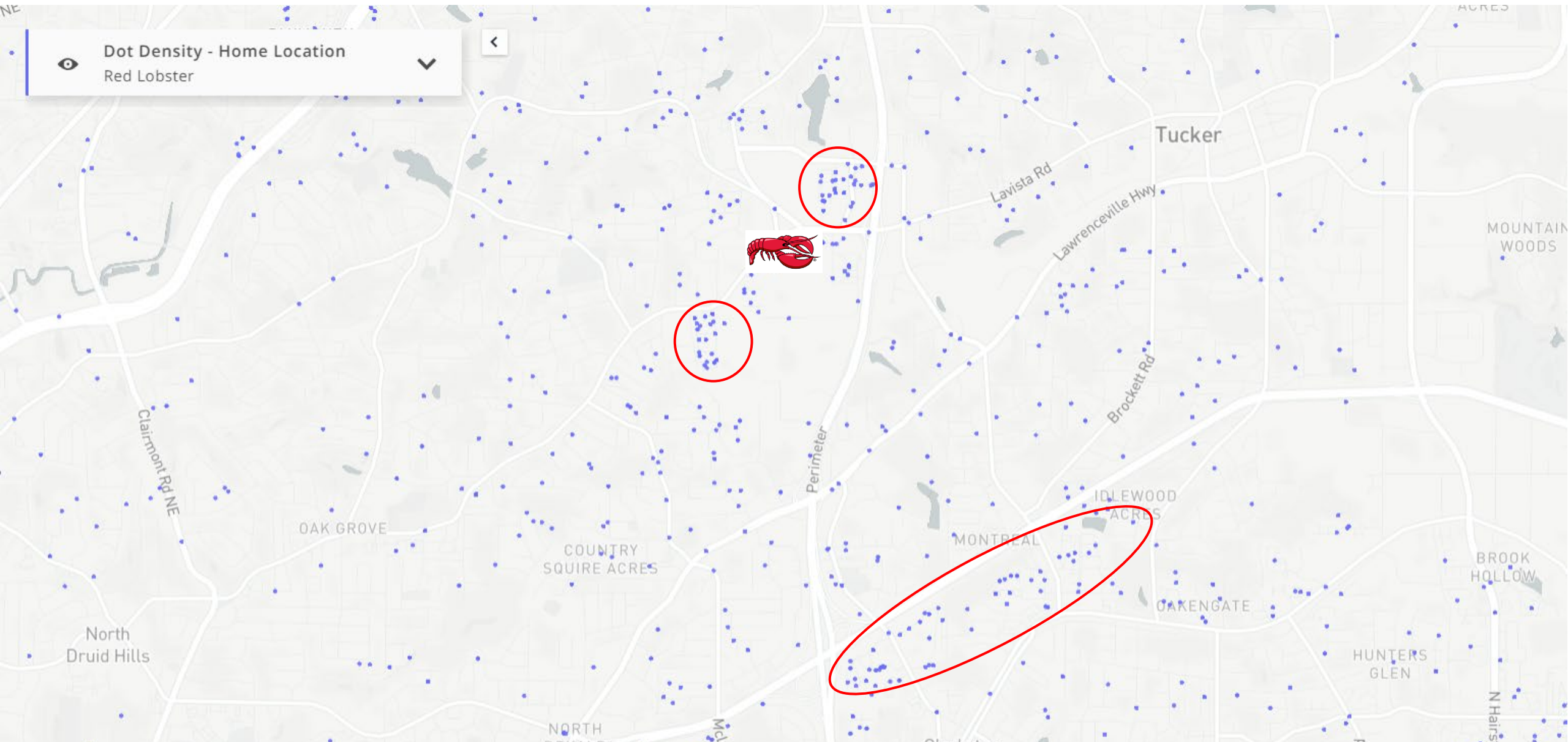
105K visited 52 times a year

Visits

Which Tucker business is in the top 95% in the franchise nationwide?

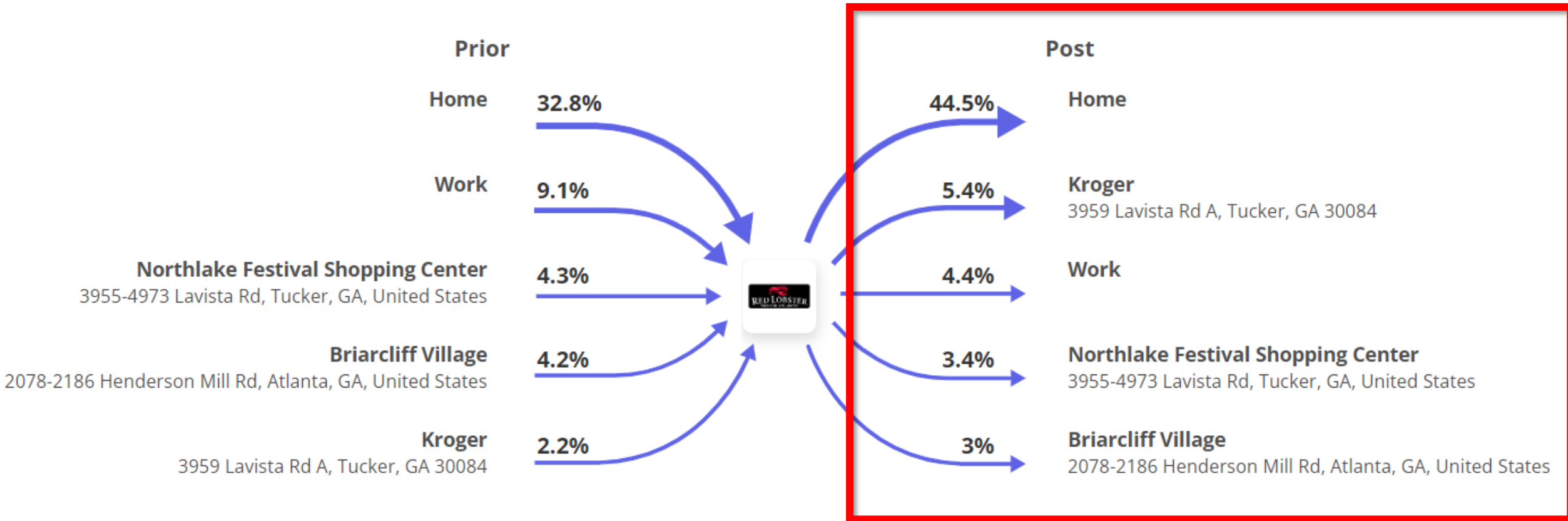
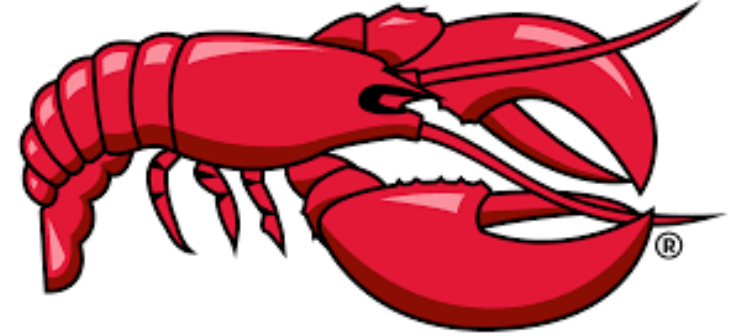
- A. Waffle House – Lavista Road
- B. Piccadilly
- C. Red Lobster

Red Lobster – Residential visitors



Visitor Journey

Red Lobster



Visits

Which gas station has the most visits in the CID?

A. Quick Trip - Lawrenceville Hwy

B. RaceTrac - Lawrenceville Hwy

C. BP - Lavista Road & Weems Road

Tucker Northlake CID - Gas Stations

While just a street apart, QT (L'ville Hwy) has 31% more visitors than RaceTrac



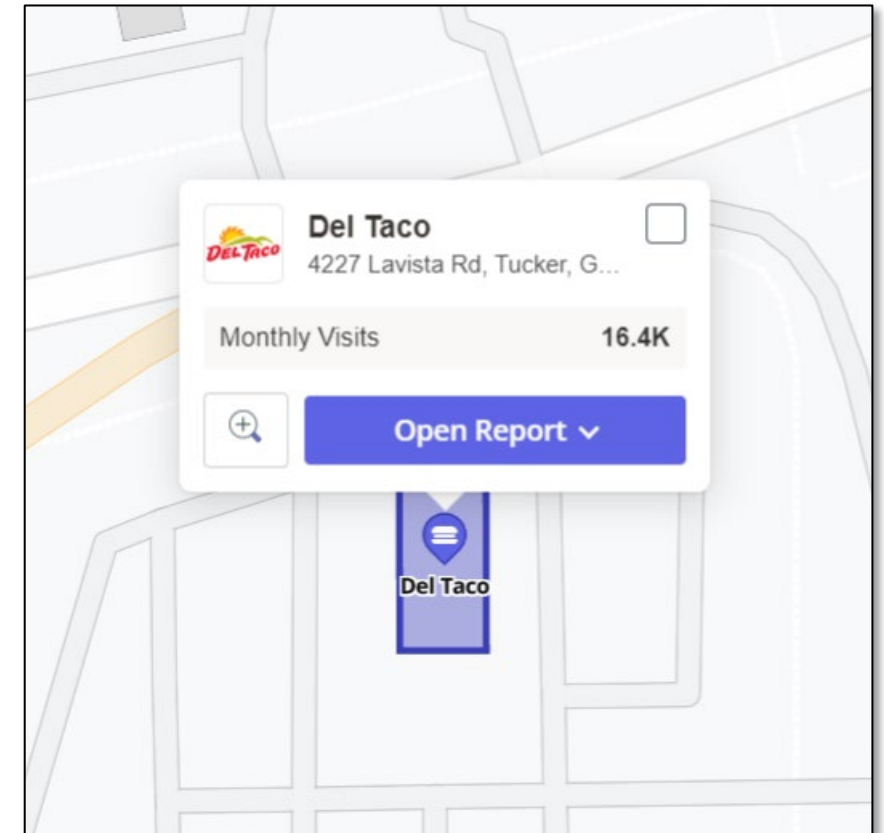
Del Taco – Lavista Road #1 in Georgia

of Properties: 21 Coverage: 100% 

Rank	Name	Visits
1	Del Taco / Lavista Rd, Tucker, GA	233.7K
2	Del Taco / Hamilton Rd, Columbus, GA	229.5K
3	Del Taco / N. Glenwood Ave, Dalton, GA	172.8K
4	Del Taco / Scenic Hwy N, Snellville, GA	167.5K
5	Del Taco / Watson Blvd, Centerville, GA	155.8K
6	Del Taco / Cobb Pkwy SE, Smyrna, GA	141.7K
7	Del Taco / Highway 5, Douglasville, GA	140.9K
8	Del Taco / Duluth Hwy, Lawrenceville, GA	134.4K
9	Del Taco / East, Smyrna, GA	121.8K
10	Del Taco / Shorter Ave NW, Rome, GA	107.9K

Showing 1 - 10 / 21

< 1 2 3 >



Visitor Journey

The Corner Cup Coffee



53% Coming from home

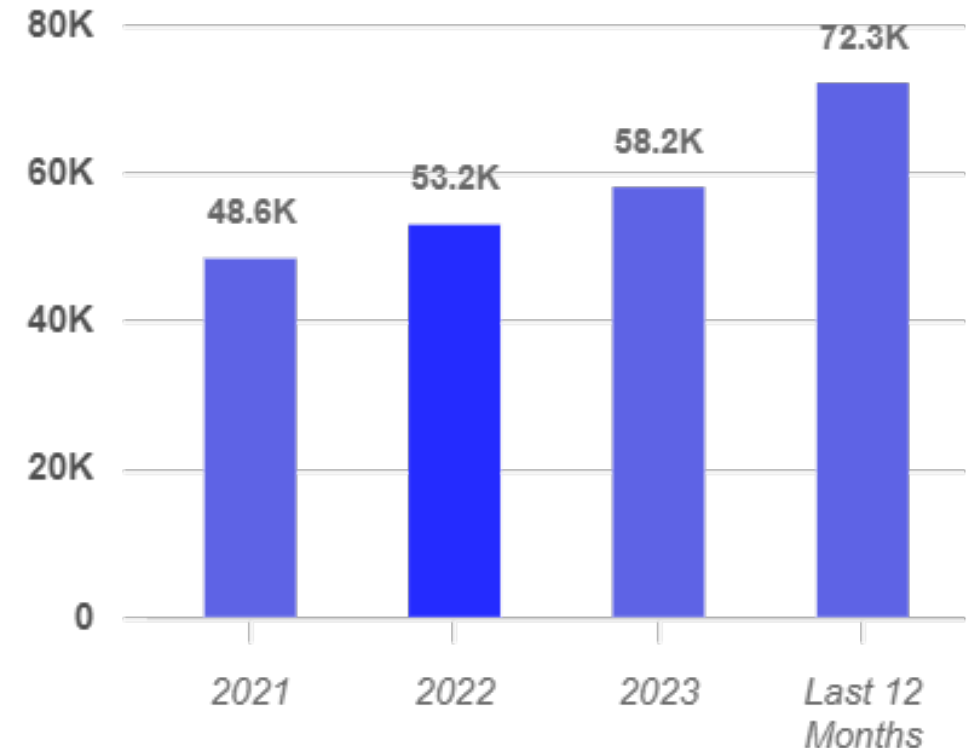
1.4% Infinite Realities

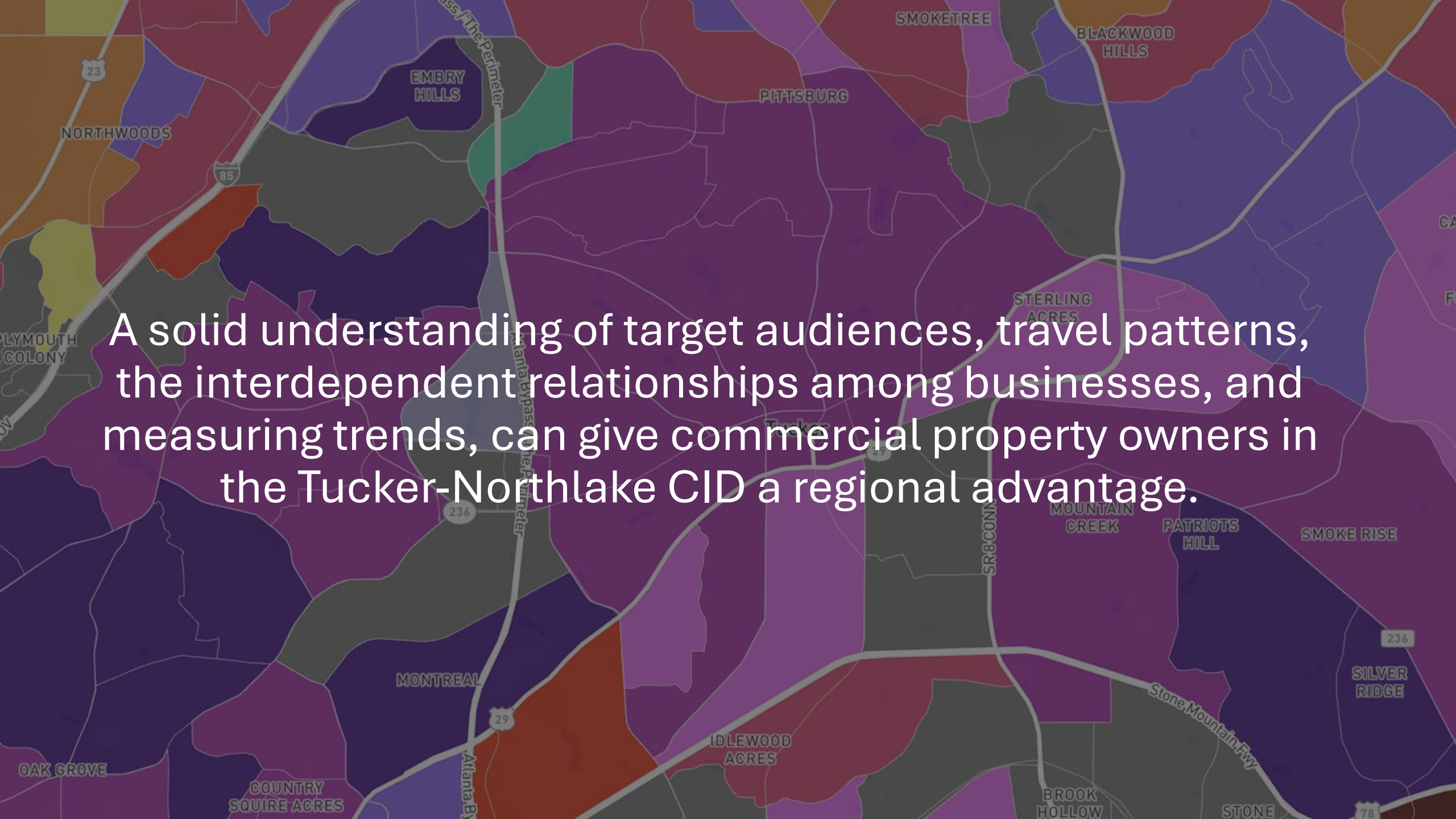
1.4% Centre at Hugh Howell

1% Planet Fitness – Norcross

\$94K Median Income

\$117K Average Income



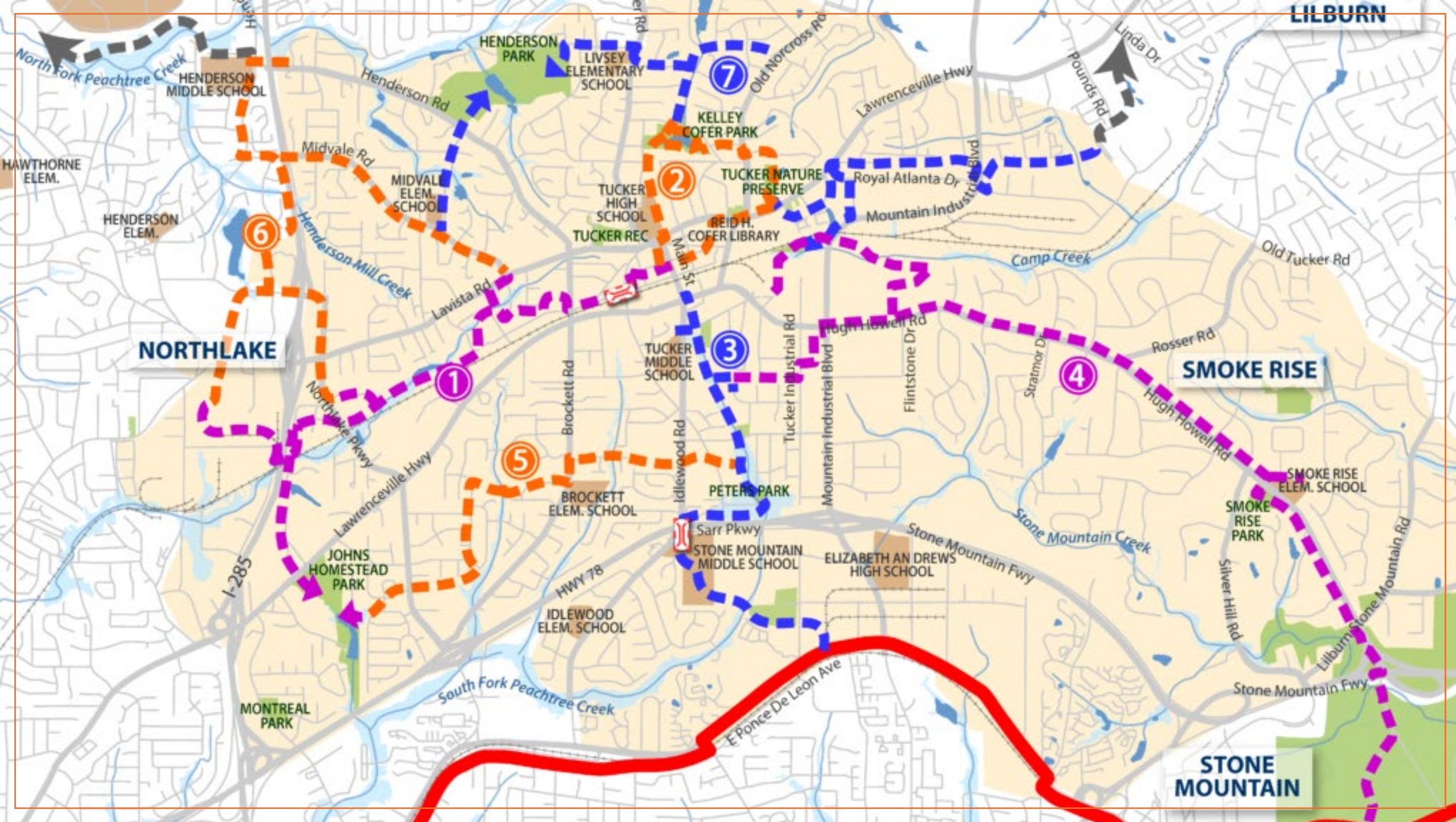
A map of the Tucker-Northlake CID area, showing various neighborhoods and major roads. The map is color-coded with different shades of purple, blue, and green. Major roads like I-85, I-29, and SR-8 are visible. Neighborhoods labeled include Northwoods, Embury Hills, Pittsburgh, Smoketree, Blackwood Hills, Sterling Acres, Mountain Creek, Patriots Hill, Smoke Rise, Silver Ridge, Brook Hollow, Stone, Idlewood Acres, Montreal, Country Squire Acres, Oak Grove, and Plymouth Colony. The text is overlaid on the map, centered in the middle.

A solid understanding of target audiences, travel patterns, the interdependent relationships among businesses, and measuring trends, can give commercial property owners in the Tucker-Northlake CID a regional advantage.



Trail Planning With a Purpose

The economic vision for trails in Tucker







Site of Tucker Town Green



Noonday Creek Trail - Woodstock, GA



Trail spur to apartment complex



Trail spur on private property leading to single family homes.

They have the authority to remove trespassers.



Apartments on left, townhomes on right.



Apartments

1 bedroom \$1,500 - \$1,700

2 bed / 2 bath \$2,200 - \$2,400





Trail spur to townhomes development



Trail to Main Street in Woodstock, GA



Main Street, Woodstock, GA



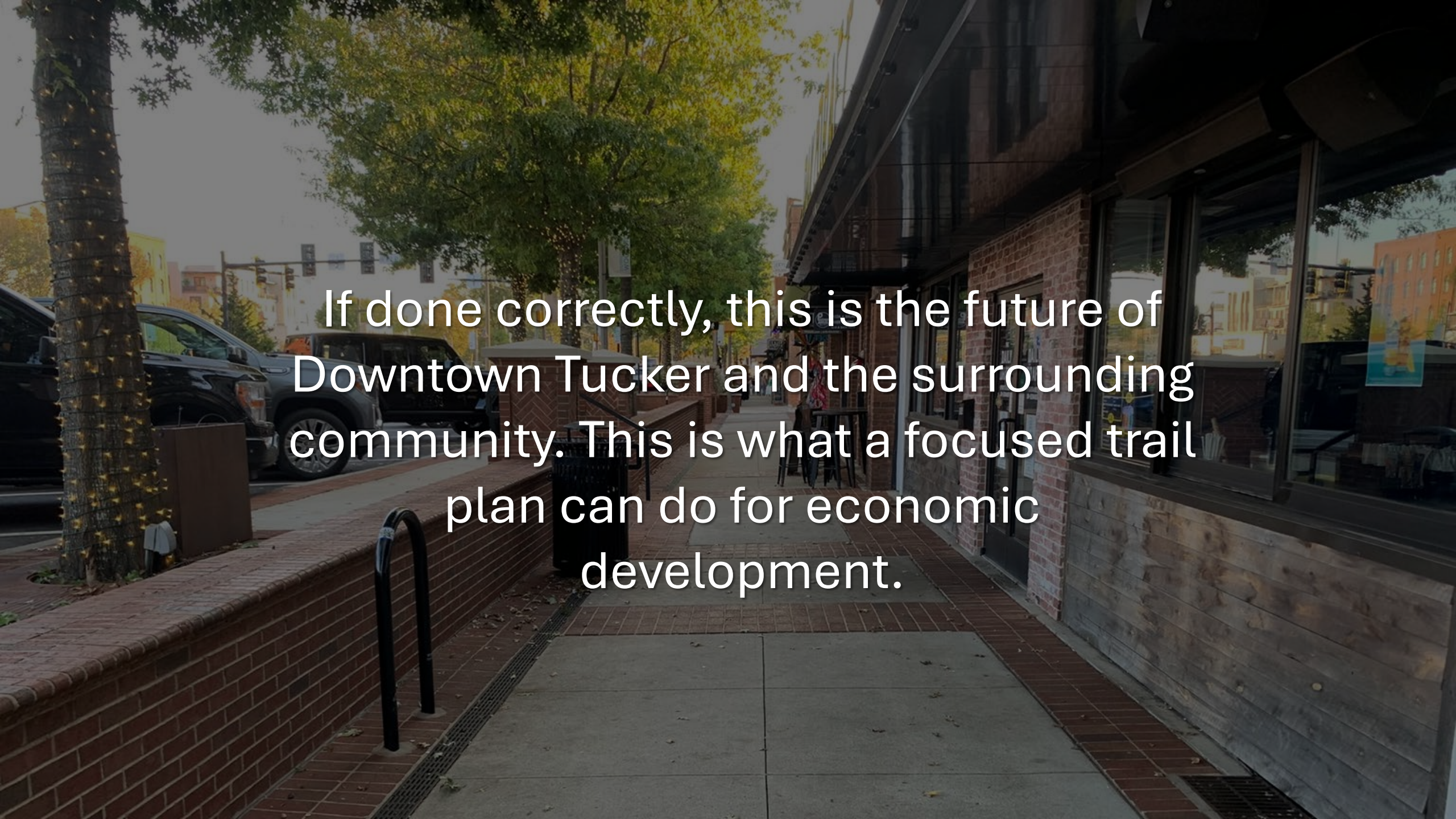
New business on Main Street Woodstock, GA





Main Street, Woodstock, GA



A photograph of a street scene in Downtown Tucker. The foreground shows a brick-paved sidewalk with a black metal railing. To the left is a brick wall and a tree with yellow leaves. To the right is a building with large windows and a brick facade. The text is overlaid in the center of the image.

If done correctly, this is the future of
Downtown Tucker and the surrounding
community. This is what a focused trail
plan can do for economic
development.



TUCKER
NORTHLAKE

community improvement district