
AHS GENERAL PLAN PROJECT

WE WANT CHICKEN!!

PERIOD: 6

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A CHICKEN RESTAURANT IN ATASCADERO

Do you ever feel like we don't have enough dining options in our town?

- Chick-Fil-A
- Raising Cane's
- Wing Stop
- Jay Bird's
- Dave's Hot Chicken



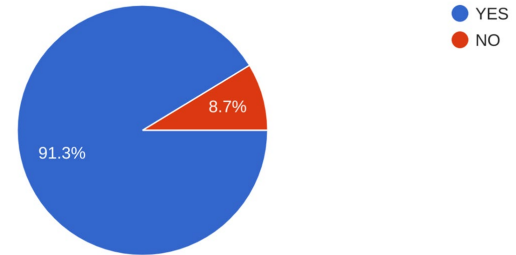
PUBLIC OUTREACH

County Health Inspector

- Planning/ building department
- County health department
- Health permits, annual costs
- Business perspective (location)

Fellow Students

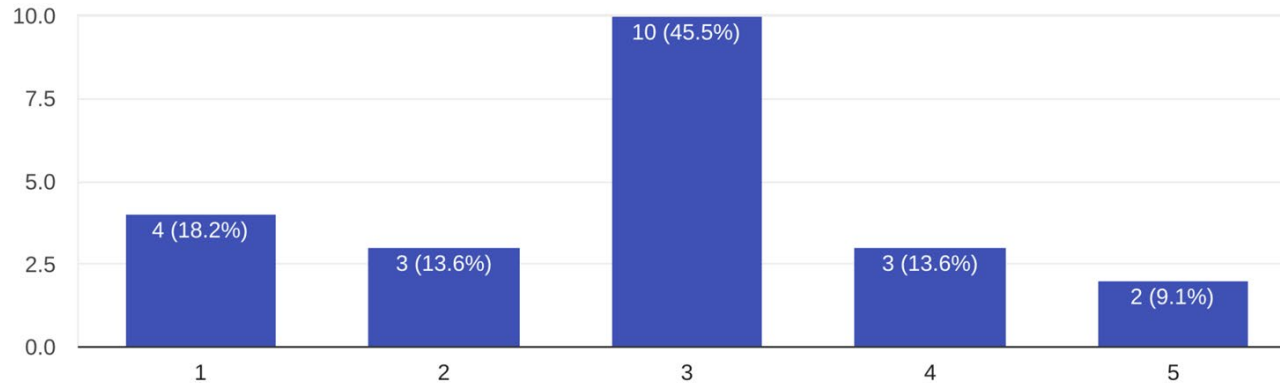
- Citizens of Atascadero want chicken
- 91.3% of people want chicken restaurants



PUBLIC OUTREACH

On a scale from 1-5 are there enough food options in Atascadero.

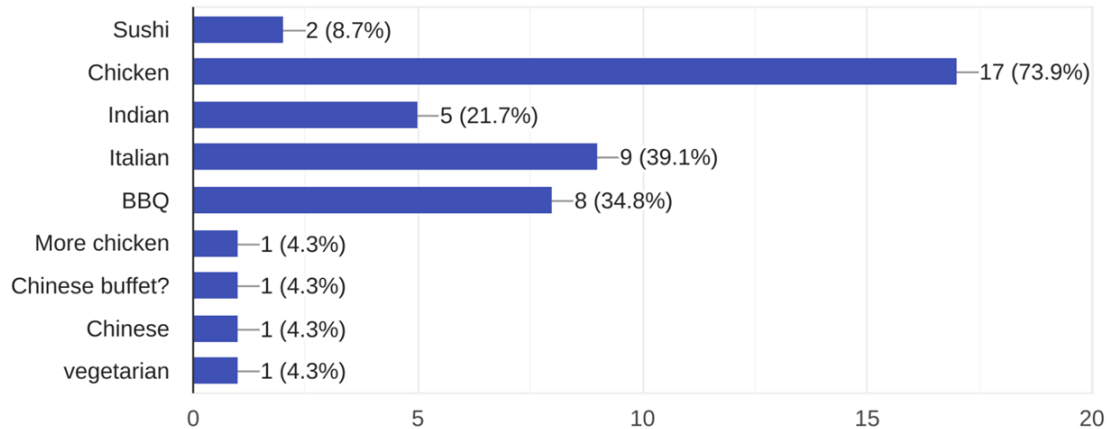
22 responses



PUBLIC OUTREACH

what kind of restaurant would you like to see in Atascadero?

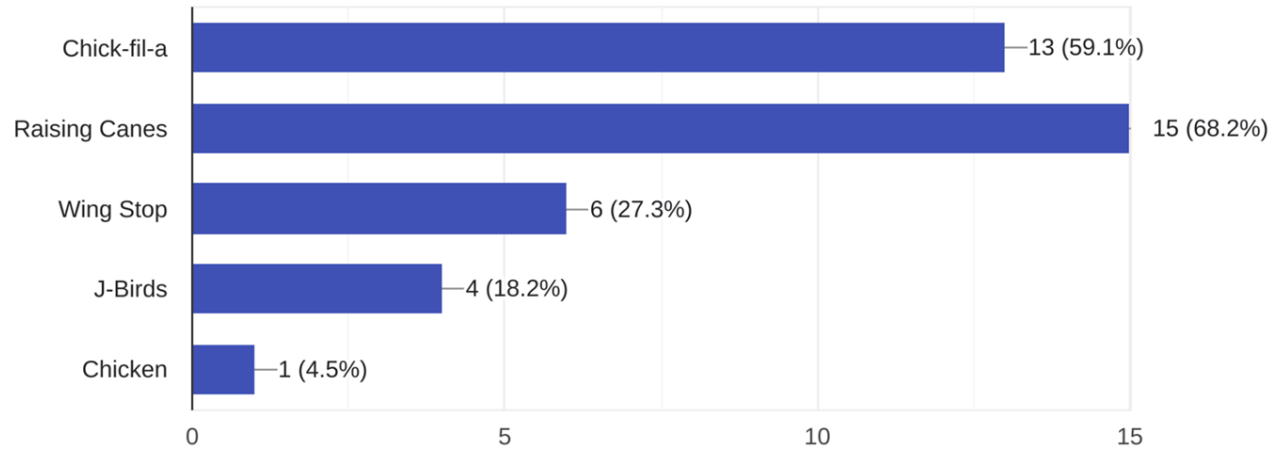
23 responses



PUBLIC OUTREACH

What major chicken food companies would you prefer to have ?

22 responses



RESEARCH

WHAT DID WE LEARN ABOUT THIS ISSUE?

- **Why is it a problem**
 - Citizens drive too far for dining options
 - We lack in that area of tourism
- **Who does it affect?**
 - Citizens and tourists visiting
- **Is it complicated?**
 - Slightly due to land use
- **What else should the City know?**
 - WE WANT CHICKEN



CASE STUDY:

Santa Maria

Population: Around 110,000

Number of Famous Chicken Chains: 5-6

- Space
- Access
- Supporting Businesses

Atascadero

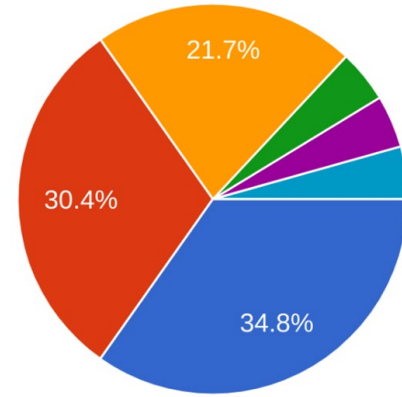
Population: Around 30,000

Number of Famous Chicken Chains: 0

Land Use

Where do the people want this restaurant?

- Open land
- Downtown
- By the High School



- Any open land in Atascadero
- Downtown
- By the High School
- By the freeway
- By my house
- The old harley building (SM Brew)

SOLUTIONS

WHAT ARE SOME SOLUTIONS TO THE ISSUE OF LOCATION?

→ **1. Easy on and off freeway**

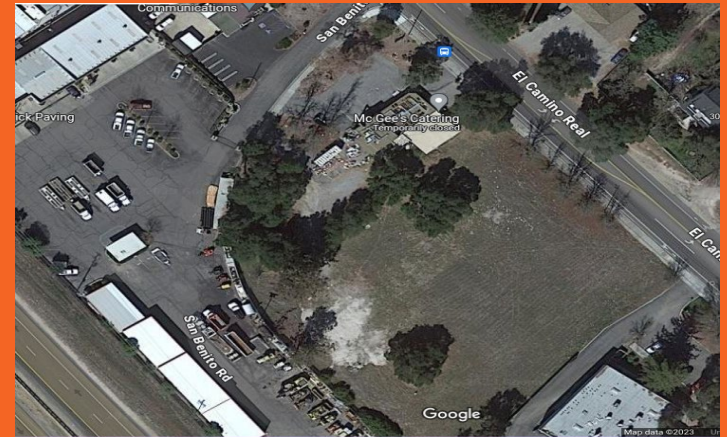
Tourism

→ **2. Across from new Taco Bell?**

Open space

→ **3. Shopping center?**

Bring in shoppers





Thank You!

