

# Togo's sandwich chain looks to Lafayette for expansion

By Pippa Fisher



Togo's in nearby Pleasant Hill

Togo's sandwiches may soon be available in Lafayette if plans to expand the company within the city take off.

Top Togo management is zeroing in on Lafayette for future growth and hopes to find interest and a suitable location, having identified the city's strong consumer demographics.

Chief Development Officer Todd Peterson says that Lafayette provides a "great consumer market" citing a strong residential base plus offices, shops and a community that could be supplied. He said they had looked at several locations over the past few years.

While Togo's can't be specific on a timeline at this point, the company is focusing its development on a few key California markets, specifically Lafayette.

The franchise chain specializ-

ing in fresh, made-to-order sandwiches that started back in 1971 as a small sandwich shack in the south end of San Jose State campus now has close to 300 locations open or under development. However, the company is careful not to oversaturate any area. Peterson said that although there are Togo's nearby in Pleasant Hill and Concord, Lafayette is a distinctly different trade area.

Peterson points out that many franchisees start as fans and often have little or no background in the restaurant business but are brought through a process and given the tools, training and support to become successful.

He attributes the company's success in part to careful placement and strong brand recognition.

And, he says, "really good sandwiches!"

Photo Pippa Fisher

# PG&E to remove trees in Lafayette

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This report indicated that within Lafayette, 272 trees on private and public property are deemed to be an unacceptable risk and require removal. Of those, 216 are considered "protected."

Baefsky concludes that the total payback to the city will be \$530,965, with \$56,160 in replanting and \$474,805 in payments.

At the March 27 city council meeting, council members heard from Assistant Planner Megan Canales, who requested the council authorize City Manager Steve Falk to execute the agreement with PG&E and place mitigation payments collected in a restricted reserve fund for future planting of median islands in Lafayette. The likely locations for such median islands would be on the east and west ends of Mt. Diablo Boulevard and on Pleasant Hill Road between the freeway and Deer Hill Road.

Marvin Nushwat of PG&E reassured the council that the pipes in Lafayette are constantly

monitored and that they are safe. He said there are no anomalies and that this is a proactive rather than reactive step. But, he added, "You don't want trees on high pressure gas transmission pipelines."

PG&E has identified trees for removal on EBMUD land, private property, East Bay Regional Parks land and city land. They will provide the city with a site plan and must show authorization from private property owners.

Council Member Mark Mitchell commented on the good work done reducing the number of trees to be removed from over 1,000 to 216. Council Member Cameron Burks pointed out the importance of safety balanced against the semi-rural feel of Lafayette so valued by residents.

The motion passed unanimously, with Mayor Mike Anderson, Burks and Mitchell in favor. Vice Mayor Don Tatzin was absent and Council Member Ivor Samson recused himself.

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