

IHOP coming to Carlsbad

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CARLSBAD — It's official. Carlsbad will soon be home to an IHOP - International House of Pancakes - restaurant.

The restaurant will be located on the south side of the new Fairfield Inn, according to Michael Dixon, whose Prestige Development Group is the nationally approved developer for IHOP.

Dennis Crimmins, White Sands Construction director of operations, said site work by Constructor's Inc. of Carlsbad will start sometime this week. He said the construction of the 5,000-square-foot restaurant is scheduled for completion in June.

"We like the market here," Dixon said when asked why the company chose Carlsbad as a site. "The people here have a higher disposable income because of the good high tech jobs at the Waste Isolation Pilot Plant and the potash mines. We believe we will do well here."

He said although many national franchises look at communities with a population of 50,000 or more before coming in, IHOP has found opening up a restaurant in a community the size of Carlsbad is profitable.

"They said the same thing in Alamogordo (why IHOP chose the community to open its restaurant). Yet it is one of the top name stores in the (IHOP) system," said Crimmins, whose company built the restaurant

there.

Dixon said the franchise store owner of the Carlsbad IHOP is Teodoro Rigaledo, who lives in Las Cruces and is a 22-year IHOP franchisee.

Carlsbad realtor and broker, George Dunagan, who helped

close the land deal between IHOP and the Tracy and Eddy family, said he has worked with Dixon for the past 10 months.

"Mike is very aggressive and progressive and due to that, we were able to be a part of bringing IHOP to Carlsbad," Dunagan said.

Dixon said the construction and completion of the restaurant is orchestrated to be open in time for Carlsbad's high tourism season.

"We will have our grand opening around July 4 so that we can pick up the bigger part of the tourism season," he said.

According to IHOP's website, the company is a wholly owned subsidiary of DineEquity Inc.

Although the restaurants are best known for their signature pancakes, omelets and other breakfast specialties, IHOP restaurants are open throughout the day and evening hours and offer a broad array of lunch, dinner and snack items as well.

John Waters, Carlsbad Department of Development executive director, said his agency is excited that IHOP is coming to town.

"It's great news. We are very happy to see IHOP come to Carlsbad. I think Carlsbad has a lot to offer the restaurant. We welcome them with open arms," he said.