



Events

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Startups

Pancake house flipping into former Applebee's space in Henrico

Jack Jacobs December 15, 2021 1



A new IHOP restaurant will open in a former Applebee's Neighborhood Grill at 10151 Brook Road, which is near Virginia Center Commons. *(Jack Jacobs photo)*

Adding to its stack of Richmond-area restaurants, a Springfield-based IHOP franchisee has a new pancake house in the works near Virginia Center Commons.

NMS Holdings plans to open a new IHOP location in the former Applebee's Neighborhood Grill property at 10151 Brook Road.

It will open in the second quarter of next year, President Sunil Shrestha said in an email last week.

It paid \$2.5 million for the 5,000-square-foot building in August, according to Henrico County property records. The property was most recently assessed at \$1.4 million.

The site is near a Shoney's and Chick-fil-A, among other competitors, and sits just outside Virginia Center Commons, which is [in the early stages of a major redevelopment](#).

NMS operates the IHOPs at 1601 Willow Lawn Drive [in the Shops at Willow Lawn](#), 1101 Carmia Way in Chesterfield Marketplace and 4840 S. Laburnum Ave. in Laburnum Square. It also has seven IHOP locations in Maryland.

The company also has more than just pancakes on its plate. Shrestha said NMS is expanding its roster of restaurant concepts to include the addition of Popeyes. It plans to open 16 Popeyes locations in Richmond and Petersburg in the next five years and the hunt for sites is underway.

NMS also operates Dairy Queen Grill & Chill, Sarku Japan and Flip'd restaurants in Virginia and Maryland.

IHOP is owned by Dine Brand Global, which also owns Applebee's. NMS does not have any Applebee's locations.

