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# LocoPops open next to Cosmic Cantina

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Starting this week, students seeking a LocoPops fix don't have to walk as far from campus.

The store, which sells gourmet Mexican popsicles, has left The Courtyard on West Franklin Street.

LocoPops co-owner Summer Bicknell said the store chose the new site, next to Cosmic Cantina, to be closer to University students.

The new store, about 150 square feet larger than the old location, opened Wednesday.

"I think it's a really pretty space," Bicknell said. "It feels more spacious, and it is."

LocoPops will be the sixth dessert place within two blocks.

"We already have a saturated market, so with new people coming in, it won't make much difference," said Antonio McBroom, operator of Ben and Jerry's on Franklin Street.

Businesses must differentiate to stay afloat, said Scott Stephenson, The Yogurt Pump's owner.

"Every frozen dessert place that comes on Franklin Street is competition," he said.

Popsicle flavors unique to LocoPops, like Mexican Chocolate and Mango Chile, remain available, as well as a rotating selection of new flavors.

LocoPops opened its Courtyard store in early 2007. The Courtyard then had a feud between Spencer Young III, the landlord at the time, and P. H. Craig, owner of the adjacent parking lot, about the lot's use.

The bank foreclosed on Young in the fall and other businesses left.

When LocoPops' lease expired in February, its owners decided to move.

But Bicknell said the feud didn't strongly affect the decision.

"Chapel Hill parking is challenging anyway," she said. But for a store like LocoPops with quicker sales, she said the new site is a better fit.

"It's one thing to go out and have a nice dinner if you're going to be there for hours, but if you're just going to get a popsicle, that's a completely different purchase."

She said the new site is more convenient for students. LocoPops plans to reacquaint itself with the University and pick up where it left off, Bicknell said.

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