

Coyote Ugly headed for Bricktown



Brad Baker with NAI Sullivan Group stands in front of the Miller Jackson building in Bricktown, which is set for Coyote Ugly Saloon. (Photo by Maike Sabolich)

The Coyote Ugly Saloon is expected to open in the next six months, and is known for its curvy and often scantily clad female bartenders dancing to country music on bar tops. The saloon will fill 4,300 square feet in the 26,900-square-foot Miller Jackson building, at 115 E. California, which has been owned by the same family for decades. Brad Baker, with NAI Sullivan Group, helped Coyote Ugly find a spot for its first Oklahoma saloon. Baker said one factor helped sway the company to seriously consider Oklahoma City. “They were somewhat interested in this market,” he said. “I think once the NBA was more in line it definitely swayed them.”

Coyote Ugly Saloon was started in New York City in 1993 by Liliana Lovell. The bar spawned a motion picture in 2000 and a reality television show on Country Music Television. The company has 13 saloons around the country. Baker said the space lent itself to the saloon’s specifications, which include high ceilings to the staff room to dance on the bar. “The way it’s laid out really made for a very minor build-out for Coyote Ugly,” he said. “Dancing on the bars is their claim to fame. That’s what they do.”

The building has also been filling with retail and office tenants. Built in 1906, the Miller Jackson building started out a wholesale distribution house. As the business dried up in subsequent decades when distribution centers became obsolete, the Miller family renovated the building for a new use. Jeff Brown is a fourth-generation owner of the building and a descendent of the Miller family.

“Somewhere along the way we got out of the distributing business and got into the real estate development business,” Brown said. The building also got a boost when the Bricktown Canal was dug on the south side of the building, opening up the lower level for canal-front retail space. The canal level and first floor have retail and restaurant space while the upper two floors have office space.

Brown said he has about 7,000 square feet of vacant retail space and about 6,000 square feet of vacant office space. Coyote Ugly will sit between a Hooters restaurant and the Rok Bar. The Red Dirt Emporium and Water Taxi occupy retail space along the canal and office space in the building. The plan is to lure more shops, which Brown said are badly needed in Bricktown.

“People in Bricktown often ask ‘where are the shops?’” Brown said. “We hope to have an answer for them in a few months.” Brown said one retailer set to open in the next six months is a small winery along the canal. But in an effort to modernize the building, Brown has kept the original wood floors and tried to maintain the exposed post-and-beam construction as a nod to the building’s original look. “He has turned that building into a really nice place,” Baker said.