

# New Hideaway Pizza coming to Broken Arrow

By: ROBERT EVATT  
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Brett Murphy and Darren Lister wanted to get started on their new Hideaway Pizza in Broken Arrow weeks ago.

They had secured the land at Lynn Lane near the Broken Arrow Expressway. They had cleared away legal red tape, finished the design of the building and put out bids for contractors.

But all their planning didn't earn them the sympathy of Mother Nature.

"Rain's been a problem," Murphy said. "We have to have seven to 10 days of dry weather before starting earthwork."



The recent dry spell has given them a break, so dirt-moving is finally under way at the site.

In a sense, the first tangible work on the new restaurant marked the end of a massive amount of work. But just like most other commercial construction projects, it's also the beginning of a lot more.

Lister and Murphy are the leaders of Hideaway II, the development arm of the popular Oklahoma pizza chain. Their plan is to open one or two new Hideaway locations each year.

***"The City Council of Broken Arrow was a dream to work with compared with other municipalities," - Darren Lister***

The two men had long wanted to open a Hideaway in Broken Arrow, but not just anywhere in the city. Murphy said location can be crucial for any business' success.

While the other Hideaway restaurants have been popular, they've been a bit, well, hidden. Lister said surveys they've conducted found that many Oklahomans don't realize Hideaway exists because locations tend to be off the beaten path.

"I could give you directions to our other stores, and you'd have a hard time finding them," Lister said. "We wanted to give it a try on the corner of Main and Main."

Since their newest and very visible Hideaway in Oklahoma City along Northwest Expressway has been a big success, they wanted their Broken Arrow location to be equally visible.

Eventually they decided on a group of pad sites under development by Lynn Lane Development Partners. Typically, developers do a lot of the preparation work for pad sites themselves — zoning, infrastructure, access roads and earthwork — to make it easier and more attractive for commercial projects.

The site was almost perfect, but access was a concern. At the time, the only entry to the property was an unprotected turn off Lynn Lane. Murphy and Lister wanted a traffic light to make it easier for customers to pick up pizza to go.

To do that, they and Lynn Lane Development had to request an easement for a traffic light on Lynn Lane and an extension of Lansing Street to the nearby armory, which is slated to become

Broken Arrow's new police and fire headquarters. The negotiations with Broken Arrow's City Council took three months, though Lister said that length of time wasn't unreasonable.

"The City Council of Broken Arrow was a dream to work with compared with other municipalities," he said.

With that out of the way, the next step was to design the restaurant. Murphy and Lister wanted to construct a 200-seat, \$2 million building using the Northwest Expressway Hideaway as a template, though they couldn't copy it exactly.

"You have to have the size of the property before you design the building," Lister said.

Hideaway's architect, Barrett Williamson, tweaked the design of the Oklahoma City facility and its parking lot, and expanded the size of the carry-out area.

"We had no idea how big carry-out would be at Northwest Expressway," Murphy said.

Though most companies building their own facilities stick to one designer, Hideaway also brought in a kitchen designer, Mimi Parker of Dallas. Murphy said he and Lister consider the kitchen the centerpiece of their restaurants because good design allows them to prepare the food more efficiently and effectively.

"Our operations are very complicated," he said. "We want to make it easier for our employees and better serve our customers."

Now that dirt is finally being turned, Lister said they hope to actually start construction by September.

A huge number of variables remain despite all the planning, the biggest being the final cost of construction. Hideaway won't do the actual construction; it will be bid out to a number of independent contractors.

On top of that, the price of most building materials — from wood and siding to pipes and copper wiring — can change almost daily.

"We don't know how much the commodity prices will be for us until we get it bid out," Lister said.