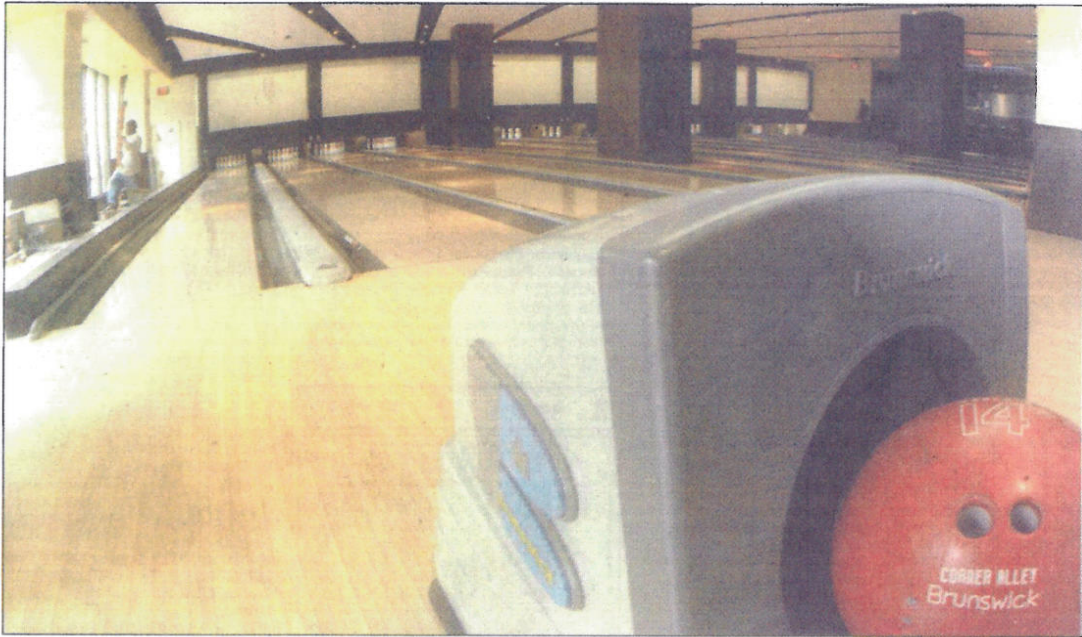


SNEAK PEEK



CHUCK HUMEL / CHRONICLE PHOTOS

Bowling is the centerpiece attraction of the new Corner Alley, which opens Thursday in downtown Cleveland.

URBANE
LANES

The bowling alley gets a cosmopolitan makeover

Steve Fogarty
The Chronicle-Telegram

Bowling alley

The term usually conjures images of cavernous halls marked by the constant sound of clinking beer bottles, clouds of cigarette smoke and balls loudly careening into pins.

Enter The Corner Alley, the latest glitzy entertainment venture to occupy Cleveland's re-energized East Fourth Street neighborhood.

Forget those stereotyped images of factory workers in white bowling shirts with backs emblazoned with the names of auto repair shops and pubs.

Insulated overhead panels will reduce noise levels for bowlers who'll keep track of scores on touch-screens while seated on comfy sofas, from which they can beckon servers to take drink orders for dry martinis, bruschetta, Maui pizza, roasted lemon pepper tarragon chicken and 12-inch New York strip steak.

Menu prices in the adjoining 4th Street Bar & Grill range from \$6.99 for bruschetta and \$9.99 for a French dip sandwich to \$11.99 for smoked salmon pizza and \$17.99 for prime flat iron steak.

This place looks to be about as far away from those noisy, 64-lane alleys inhabited by your father or your grandfather as Earth is to Pluto.

"Our target demographic is 21-year-olds to 60-year-olds," said Adam Kleinhenz, general manager for The Corner Alley.

The brainchild of a trio of former senior execs for GameWorks, The Corner Alley incorporates an art deco-flavored motif highlighted by chocolate browns and turquoise, rich wood paneling, hardwood floors and floor-to-ceiling windows that let diners and bowlers alike gaze out over Euclid Avenue in downtown Cleveland.

When asked whether the venture is seen as a way to lure a younger crowd with money to

See ALLEY, D2



Employees work near the Corner Alley's martini bar while preparing for the establishment's opening.



An adjoining restaurant, the 4th Street Bar & Grill, offers a full menu of dining options.



Besides bowling, dining and pool, the Alley will offer an assortment of beers, including microbrews, on tap.

IF YOU GO

What: The Corner Alley
Where: 402 Euclid Ave., Cleveland (corner of East Fourth and Euclid)
When: 11 a.m. to 2 a.m. daily starting Thursday
Bowling prices: \$4.25 per game 11 a.m. to 4 p.m. weekdays and Monday to Wednesday after 4 p.m.; \$35 an hour Thursday and Friday after 4 p.m. and all day Saturday and Sunday
Shoe rental: \$3 per pair
Information: (216) 298-4070, thecorneralley.com or 4thstreetbarandgrill.com.



CHUCK HUMEL / CHRONICLE

The Corner Alley (far back on the right) is next to hotspots the House of Blues and Pickwick & Frolic.

ALLEY

From D1

spend back to the blue-collar image long attached to bowling. Kleinhenz said "we're not a low-end or high-end place — rather we're a mid-range spot" designed to appeal to a broad audience with its posh-looking alleys, 100-seat restaurant and martini bar.

Located a few blocks east of Cleveland's Public Square, The Corner Alley joins such high-profile entertainment-restaurant establishments as Pickwick & Frolic, Lola and House of Blues.

The 25,000-square-foot attraction was created on the ground floors of buildings that once housed a Wendy's fast-food outlet and a McCro-y's variety store.

"We'll open with a staff of 105, but that number will fall to around 90 servers, cooks,

bartenders, etc., after we get the bugs worked out and are operating smoothly," said Kleinhenz, as workmen scurried about to put the final details on 18 months of renovation and construction work prior to Thursday evening's grand opening.

Patrons can rack 'em up at a number of pool tables located inside the main entrance while DJs and live bands will entertain on weekends.

Sports buffs will be able to catch the latest scores and Browns, Indians and Cavs action on video monitors angled over the bar, which will offer an extensive list of martinis and finger foods such as Maryland-style stuffed crab cakes and Yucatan shrimp spring rolls.

Music videos, sports games and other programming will be available on large screens above each alley.