

# ARTS & LIFE

THE PLAIN DEALER

## NIGHT LIFE

### A little bowling is right up new downtown spot's alley

**BILL LUBINGER**  
*Plain Dealer Reporter*

The two-tone bowling shoes and agonizing 7-10 splits will look familiar.

Beyond that, the new Corner Alley doesn't evoke the whispered tones of sportscaster Chris Schenkel, Earl Anthony's crewcut or even your neighborhood bowling league.

No beat-up plastic chairs. No fluorescent lights. No rubberized hot dogs washed down with Pabst on tap.

When the newest piece in downtown Cleveland's ongoing East Fourth Street redevelopment puzzle opens at 8 p.m. Thursday, Dec. 7, it will meld the unlikely trio of a 16-lane bowling alley, chic martini bar and art-deco-style restaurant, where customers can score a

**The Corner Alley features a neon-lit oval bar where the house specialty is a choice of more than 40 kinds of martinis and just as many plasma televisions.**

plate of Kansas City short ribs or sauteed chicken breast more easily than scoring a turkey.

Construction crews hustled this week to meet the opening-day deadline and for a private media tour set for this morning.

East Fourth Street, between Euclid and Prospect avenues, is a curved, brick-covered strip that once contained wig shops, salons, discount clothiers and jewelers. Plans to remake the block as a clean, vibrant street where residents can live, work and play began more than a decade ago.

The East Fourth Street Neighborhood, as Cleveland developer MRN Ltd. labeled the project, consists of House of Blues restaurant and concert club, Pickwick & Frolic restaurant-nightclub and Hilarities 4th Street Theatre, Flannery's Pub, the new Lola restaurant and 160 apartments with more than 300 residents.

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# BOWL

FROM E1

## East Fourth Street spot set to open

The Corner Alley complex, on Euclid Avenue across from the Arcade, is another attraction not found in the suburbs.

"It adds another element," said Nick Kostis, who opened Pickwick & Frolic and Hilarities four years ago. "It's an original. It makes the street a regional destination."

Three more restaurants will open in the spring, and an undetermined number of apartments are to come, said MRN spokeswoman Christy Harst.

MRN principal Ari Maron estimated private and public sources have invested \$110 million in East Fourth Street. That includes about \$6 million for the Corner Alley project, done in partnership with the Trifecta Management Group of California. The venture will employ about 100 full- and part-time workers.

The new complex's restaurant — the 4th Street Bar & Grill, whose menu of Americana-style comfort food was designed by award-winning Southern California chef Will Greenwood — seats 100 inside and 30 more on a patio when weather allows. Entrees range from about \$8 for a barbecue pulled-pork sandwich to \$22 for a New York strip steak.

The restaurant slopes upward to the 1970s-design bowling alley, lined with dark brown and turquoise couches and flat-panel scoring screens overhead. Each lane features a 10-by-6-foot flat-screen television above the pins for catching the big game while bowling.

Bowling prices vary: \$4.25 per



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Three brick buildings from the early 1900s were cut through and converted to the 16-lane bowling alley, martini bar and 4th Street Bar & Grill restaurant. The project, at an estimated cost of \$6 million, opens at 8 p.m. Thursday, Dec. 7.

game Monday through Wednesday, and Thursday and Friday before 4 p.m. On Thursday and Fridays nights and weekends, games are \$35 per hour for up to eight bowlers.

The alley adjoins an oval bar, whose specialty is a choice of more than 40 martinis. The alley and bar seat more than 220.

"So it's going to make quite a party," said Michael Auger, a Tri-

fecta managing partner.

A glass-enclosed VIP area, called "Millionaires Row," features a pool table, a bar and four private lanes. The space is available to the public when not re-

served.

It could be off-limits for a while. About 25 events have been booked for December, Auger said, and they're already taking reservations for January.

For information, beginning Dec. 7, call 216-298-4070 or go to [www.thecorneralley.com](http://www.thecorneralley.com).

To reach this Plain Dealer reporter: [blubinger@plaind.com](mailto:blubinger@plaind.com), 216-999-5531