



## SCORE FOR JOCO

Pinstripes, an upscale bowling and restaurant chain, is coming to south Overland Park. **CITYSCAPE | D3**

# Business

STAR BUSINESS WEEKLY ★

## PINSTRIPES | Games, food, family atmosphere



COURTESY OF PINSTRIPES

A Pinstripes bowling center and restaurant is coming to south Overland Park.

# IT'S MUCH, MUCH MORE THAN A BOWLING ALLEY

Dale Schwartz says his Pinstripes Bowling/Bocce/Bistro venues are anything but stereotypical bowling alleys.

The softly lit, smoke-free operations offer something for the whole family. Schwartz, founder and chief executive officer of Pinstripes, picked Prairiefire at LionsGate in Overland Park for a 26,000-square-foot operation set to open in spring 2013. Preliminary plans call for a freestanding, two-story build-

### JOYCE SMITH



CITYSCAPE

ing — on the corner at 135th Street and Nall Avenue — with 16 bowling lanes, 6 bocce courts,

an 8,000-square-foot patio with fireplace overlooking a landscaped lawn for children to play in, banquet space for parties of 20 to 400 people, live blues and jazz on the weekends,

and an Italian/American restaurant that Schwartz says is good enough to be a draw on its own.

The decor will include lots of natural light, cherry wood, stone floors and a rustic iron

staircase to the second floor. But no pool tables or dartboards, and just a few TVs.

"We have a very wide customer base — teenagers, three couples having dinner together, couples at the bar, grandparents," Schwartz said. "Seeing three generations having fun together, there's nothing more satisfying."

Pinstripes will have about 100 full-and part-time employees.

Each of Pinstripes' other three locations — two in the Chicago area and one in Edina, Minn. — books hundreds of parties annually, including weddings, birthdays, bar mitzvahs and bat mitzvahs, mom-and-tots play dates and school field trips.

Schwartz is looking at expanding to other markets, including St. Louis, Dallas and Boca Raton, Fla. The company's headquarters are in Northbrook, Ill.

The 60-acre Prairiefire at LionsGate also will be home to the Museum of Prairiefire (featuring exhibitions by New York's famed American Museum of Natural History) and the Cine-topia Overland Park 20 dinner movie theaters — and its Vinotopia restaurant — which also plan spring 2013 openings.