

Can new 810 Billiards & Bowling indoor sports, fun score with South Jersey families?



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VINELAND — Grunt, thump. Do it again, ball turning 'round and 'round.

Yeah. There are no sounds like those out of bowling alley. But that rhythmic pattern hasn't been heard here in 13-plus years.

Come this December, that dry spell may be over for bowlers.

810 Billiards & Bowling, a small but expanding franchise chain with roots in South Carolina, is taking over a long-unused flooring outlet center near the Cumberland Mall for conversion into a multi-entertainment destination.

What does 810 Billiards & Bowling offer?



An architectural rendering prepared by Berman Design of Chicago, Ill., of an 810 Billiards & Bowling franchise, showing a projected view from its parking lot. The project is now approved to open in Vineland at 3679 South Delsea Drive. Photo: April 2023. Submitted/Leo Investment Group.

But bowling is just a part of the offerings in the 810 B&B business model, as new franchise owner and local businessman Gary Singh outlined to city planners this week.

810 Billiards & Bowling has an important bar and restaurant component, and its 16 bowling lanes is only one way to work up an appetite.

Sandwiched by bowling lanes is a billiards component. Tucked into the remaining spaces are arcade games, interactive golfing stations, and, for adults only, an axe throwing venue.

“The main focus of 810 will be entertainment for everybody from child to parents to grandparents,” Singh said.

Vineland pines for Loyle Lanes, 810 Billiards offers bowling, pool

The project got a thorough but friendly going over at its Planning Board site plan review on April 12. Vineland last had a bowling alley until a January 2010 arson destroyed Loyle Lanes. The loss isn’t forgotten by board members.

“It’s a great use,” board Vice Chairman Michael Pantalone said. “It’d be great to have a bowling alley back in Vineland.”

“Everyone probably knows Loyle Lanes was up there,” member Steve Plevin said. “And they met a lot of needs. ... But ever since that burned down, Vineland is hurting, you know, for a facility like that.”

Singh solicited the franchise opportunity for business and personal reasons. “So, you know, I hated driving my kids to Deptford,” he told the board.

Singh said the bowling aspect of the coming 810 business will be very familiar, although much quieter. The bowling alleys are coming from a German manufacturer, he said.

“The scale of the bowling lanes is the same as your regular bowling alley,” Singh said. “But the equipment itself is much smaller and much more advanced. And it doesn’t make any sound whatsoever, as compared to the old bowling alley lanes.”

The property is in an awkward spot, traffic wise, at 3679 South Delsea Drive. The access road is Smith Street, a turnoff easy enough to miss that the city is giving Singh some slack on signage regulations to compensate.

810 Billiards & Bowling was founded by Michael Siniscalchi, whose business background was managing finances.

He opened the first 810 in 2015 in North Myrtle Beach, South Carolina. A second corporate-owned location opened in the same town. The company has continued to grow, including the addition of a franchising program.

Joe Smith is a N.E. Philly native transplanted to South Jersey more than 30 years ago, keeping an eye now on government in South Jersey. He is a former editor and current senior staff writer for The Daily Journal in Vineland, Courier-Post in Cherry Hill, and the Burlington County Times.

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