

Pickle Alley LA Announces Soft Opening: A New Cultural, Fitness & Pickleball Destination Powering DTLA's Revival

DTLA welcomes a bold new chapter in its cultural and recreational renaissance with the opening of Pickle Alley LA, an indoor-outdoor pickleball & fitness club.

LOS ANGELES, CA, UNITED STATES,
December 31, 2025 /

EINPresswire.com/ -- Downtown Los Angeles welcomes a bold new chapter in its cultural and recreational renaissance with the soft opening of Pickle Alley LA, a locally owned indoor-outdoor [pickleball LA](#) and fitness club redefining how Angelenos play, train, and connect.



Pickle Alley LA - Logo

Located just outside the Arts District, in Boyle Heights, Pickle Alley LA transforms a formerly underutilized 60,000-square-foot warehouse into a vibrant, community-driven destination where sport, culture, and social life intersect. The soft opening marks the first public opportunity to experience the club ahead of its full 2026 programming rollout.

“

DTLA deserves spaces that invite people back - not just to work, but to live, play, and belong. Pickle Alley was designed to be that kind of place.”

Morgan Burrows

A Catalyst for DTLA & Boyle Heights Revitalization - [Pickleball Los Angeles](#)

As Downtown Los Angeles continues its evolution, Pickle Alley LA stands as a positive example of adaptive reuse and small-business-led revitalization. The project brings foot traffic, job creation, and new energy to the neighborhood—supporting nearby businesses and contributing to DTLA and Boyle Heights’s growing identity as

a destination for culture, wellness, and connection.

"Downtown deserves spaces that invite people back - not just to work, but to live, play, and belong," said Morgan Burrows, Founder of Pickle Alley LA. "Pickle Alley was designed to be that kind of place."

A Cultural Destination - Not Just a Club

Pickle Alley LA is intentionally designed as more than a sports facility. With expansive social areas, indoor and outdoor courts, and forthcoming amenities including a café, clubhouse, and recovery zones, the club blends elite-level play with the feel of a true LA hangout. Members and guests are encouraged to stay long after their match ends - connecting, relaxing, and building community.

Pickleball at the Center

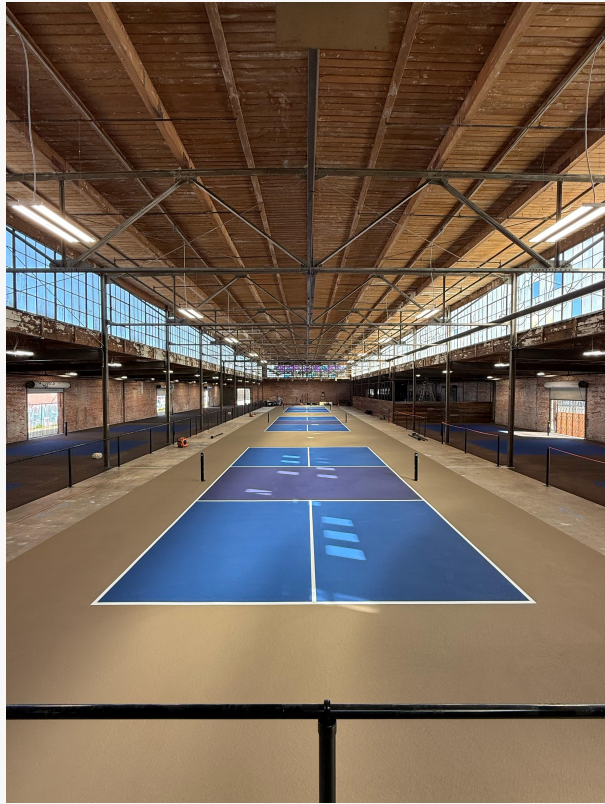
At its core, Pickle Alley LA celebrates one of the fastest-growing sports in the country. Phase One features 9 indoor courts and 5 outdoor courts, offering year-round play for all skill levels, from first-timers to competitive athletes. Coaching, leagues, and private lessons anchor the programming, supported by advanced training tools such as the popular Titan One Ball Machine.

A Full Gym Experience

In addition to pickleball, Pickle Alley LA offers a fully equipped gym that has quickly become a standout feature. Designed for functional fitness and performance training, the gym is already receiving strong feedback from early members. With the arrival of four manual treadmills, the final major equipment addition, the gym is now fully complete - making the club a true hybrid fitness destination.

Small Business, Entrepreneur-Led

Pickle Alley LA is proudly locally owned and operated, built from the ground up by founder Morgan Burrows. What began as a casual conversation about pickleball in 2023 evolved into a



Pickle Alley - Courts View



Pickle Alley - Let's Play

multi-year effort to secure funding, navigate a challenging DTLA real estate market, and sign a long-term lease—driven by a vision to create something lasting for Los Angeles.

Proudly LGBT-Owned

As an LGBT-owned business, Pickle Alley LA reflects the diversity, inclusivity, and entrepreneurial spirit of Los Angeles. The club was created as a welcoming space for all - regardless of background, identity, or experience level—where community and connection are just as important as competition.

Soft Opening: January 5, 2026

The January 5 soft opening introduces the community to Pickle Alley LA's courts, gym, memberships, and programming, with additional experiences and amenities rolling out throughout 2026. It will showcase [DTLA Pickleball](#).

For membership information, soft opening updates, and upcoming events, visit www.picklealleyla.com.

About Pickle Alley LA

Pickle Alley LA is a community-driven pickleball and fitness destination located in Downtown Los Angeles near the Arts District. Featuring indoor and outdoor courts, a full gym, coaching programs, and social gathering spaces, Pickle Alley LA is built to bring people together through sport, wellness, and culture. Locally owned and LGBT-founded, the club represents the next generation of athletic and lifestyle destinations in DTLA.

Dana Smith

Pickle Alley LA

+1 424-474-2553

hello@picklealleyla.com

Visit us on social media:

[Instagram](#)

[Facebook](#)

[YouTube](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/879378288>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.