

Pickle Alley LA Announces Projected Opening Holidays 2025 – A New Cultural & Recreational Hub in Downtown Los Angeles

Downtown Los Angeles is about to get its newest cultural playground. The must join destination is locally owned and is your community-rooted pickleball home.

LOS ANGELES, CA, UNITED STATES, October 17, 2025 /EINPresswire.com/ -- Downtown Los Angeles is about to get its newest cultural playground. Pickle Alley LA, a locally owned and community-rooted [Los Angeles Pickleball](#) destination, is set to open during the Holiday Season 2025, transforming a 60,000 sq. ft. warehouse just outside the Arts District into a dynamic space for connection, recreation, and culture.



Pickle Alley LA - Destination Pickle Ball Los Angeles

Pickle Alley is more than a place to play - it's a space to connect, unwind, and be part of something new near the heart of the Arts District - Pickle Ball Los Angeles. Phase One will feature 9 indoor courts, 5 outdoor courts, and a 2,800 sq. ft. gym, alongside expansive social areas designed for pre- and post-game hangs, casual gatherings, and new friendships. Phase Two will bring even more amenities, making Pickle Alley a destination where players and visitors alike can spend their whole day.

“

Pickle Alley isn't a franchise or a faceless sports complex — it's a locally owned, community-focused club built by pickleball lovers for pickleball fans.”

Morgan Burrows

“Pickle Alley LA is where community, culture, and competition come together,” said Morgan Burrows, Founder of Pickle Alley LA. “We’re creating a home for both seasoned players and newcomers - a place where sport meets art, and where DTLA comes alive on and off the

court.”

DTLA's Cultural Renaissance

Downtown Los Angeles is in the midst of a renaissance - a crossroads where corporate America meets the creative heartbeat of the Arts District, where world-class restaurants share blocks with independent makers, and where neighboring Boyle Heights brings deep roots of urban culture, music, and community pride. Pickle Alley LA is proud to be part of this evolving landscape, adding a one-of-a-kind venue that celebrates the unique mix of art, sport, food, and culture that makes DTLA unlike anywhere else.

Memberships Now Open

Pickle Alley LA is opening its doors soon and inviting players to join early as Founding Members. Those who sign up now will receive 10% off membership fees and waived enrollment fees—a limited-time offer for early supporters.

Pickle Alley offers three membership tiers, each tailored to different styles of play:

Basic – Perfect for casual players looking to enjoy open play sessions, gym access, and member events with flexible booking options.

Premium – Designed for dedicated competitors, offering additional guest passes, earlier booking privileges, and discounts on lessons, clinics, and events.

Ultimate – The top tier for players who want it all, featuring maximum booking flexibility, the most guest passes, and the highest discounts on private sessions and pro-shop purchases.

All memberships include full access to the gym, amenities, member-only events, and free parking. Day passes are also available for those who want to experience the space before committing.



Pickle Alley - DTLA View



Pickle Alley - Pickle Ball DTLA

The Vision Behind Pickle Alley

Pickle Alley LA is the brainchild of Morgan Burrows, the driving force behind the project and a visionary with the determination to turn big ideas into reality. What began as a casual conversation about pickleball in 2023 quickly grew into a bold plan for a one-of-a-kind facility in DTLA.

After securing the majority of his funding, navigating a tough real estate market, and signing a 15-year lease, Morgan has led the project from concept to construction with a clear

goal: to create more than courts - a true community hub. Known for his ability to see potential where others see obstacles, he combines Type A focus with a lighthearted, solution-oriented approach, building spaces and experiences that bring people together.



Pickle Alley LA - Before - Raw Space

About Pickle Alley LA

Pickle Alley LA is more than a pickleball facility - it's a cultural hub built for play, connection, and community. Located just outside the Arts District, Pickle Alley offers 9 indoor courts, 5 outdoor courts, a 2,800 sq. ft. gym, and expansive gathering spaces. With additional amenities coming in Phase Two, Pickle Alley LA is set to redefine what a sports and lifestyle destination can be. Indoor Pickle Ball Los Angeles is here - opening Holidays 2025.

Pickle Alley Launches New Indoor and Outdoor Pickleball Courts in Los Angeles

Pickle Alley LA is redefining the way Angelenos play, connect, and compete with the grand launch of its brand-new indoor and outdoor pickleball courts in the heart of Downtown Los Angeles' Arts District.

More than just a club, Pickle Alley is a community — a space designed for players of all levels to learn, play, and unwind. With year-round access to premium indoor and outdoor courts, players can enjoy the game in any season while taking advantage of coaching programs, leagues, and social events designed to foster both competition and camaraderie.

"Pickle Alley isn't a franchise or a faceless sports complex — it's a locally owned, community-focused club built by pickleball lovers for pickleball fans," said Morgan Burrows, founder of Pickle Alley. "Our goal was to create a space that feels as much like your favorite hangout as it does a high-performance athletic venue."

Located in the Arts District, Pickle Alley blends the spirit of Los Angeles — creativity, energy, and inclusivity — into every corner of its design. The center offers a unique mix of elite-level play and

laid-back LA vibes, featuring a forthcoming café, clubhouse, and recovery zones for players to refuel and relax between matches. Whether you're coming to train seriously or just to enjoy a friendly game followed by a drink with friends, Pickle Alley invites you to find your game, your people, and your place.

Don't Miss the Serve

Pickle Alley is coming soon to Downtown LA, and locals are encouraged to join the First Serve List for exclusive launch updates, opening event invitations, and special member offerings.

To learn more and sign up, visit www.PickleAlleyLA.com.

About Pickle Alley

Pickle Alley is Los Angeles' newest pickleball destination, offering indoor and outdoor courts, coaching programs, social events, and wellness amenities in the city's Arts District. Locally owned and community-driven, Pickle Alley brings together the competitive energy of the sport with the creativity and connection of LA culture.

Dana Smith

Pickle Alley LA

+1 424-474-2553

hello@picklealleyla.com

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