

JUSTIFICATION LETTER

City of Costa Mesa
Economic and Development Service Department
77 Fair Drive 2nd Floor
Costa Mesa, CA 92626
Phone: 714.754.5245
Email: planninginfo@costamesaca.gov

RE: DICK'S House of Sport (HOS)
Gray Plaza
2200 Harbor Blvd
Costa Mesa, CA 92627

March 9, 2026
Revised Aug 7, 2026

Dear City of Costa Mesa's Planning Division,

We are requesting consideration of a height variance to accommodate the use of the former AtHome box located at 2200 Harbor Blvd for the proposed new DICK'S House of Sports (HOS). This location will be 90,945 SF and will not increase the current SF of the building. This request is in part due to the climbing wall that will be installed, where we require approx. 40' in overall height to accommodate the 31'-6" climbing wall, with the required clearance above and the roof structure. The increased height of the climbing wall and associated façade elements is a key architectural feature of the House of Sport banner and is necessary to distinguish the building from a traditional Dick's Sporting Goods retail store.

DICK'S House of Sport is an experiential retail concept that transforms traditional retail into participation-based destinations allowing the shopper to test the equipment prior to purchase. The climbing wall enables real-time testing of climbing footwear and equipment while extending customer dwell time through active use. Additional amenities such as batting cages where baseball, soccer and lacrosse equipment can be tested, golf simulators, and training zones reinforce hands-on product evaluation and engagement. This differentiates the House of Sport from conventional Dick's Sporting Goods stores focused on short transactional visits and limited product interaction. These areas are intended to support the retail/product sales and not for recreational purposes.

The property currently has zoning that limits the overall height of any building to 30' in the center, thus making the climbing wall unable to work within the current zoning.

DICK'S HOS would also like to maintain their signature branded entrance feature that is prototypically at 50' high to the top of the cornice element. We are aware of other tenants in the area (i.e. Mercado and Home Depot) that are of similar footprints that have a similar 50' (+/-) storefront entry elements. The proposed building height is consistent with other House of Sport locations throughout California. The HOS Tustin location, situated approximately 20 minutes from the Costa Mesa project site, features a front façade height of 50'-0" A.F.F. and a climbing wall façade height of 38'-0" A.F.F. Additionally, the House of Sport San Jose location, approximately six hours from the Costa Mesa site, includes a front climbing wall façade height of 38'-0". Both of these locations are just starting construction as they expand this banner. There are just under 40 locations of the new HOS banner across the country with numerous locations under construction or in development. We have also completed a HOS site in Cedar Rapids, IA with a 50' entrance and 40' high climbing wall. These comparable facilities demonstrate that the proposed height increase aligns with established design standards for similar House of Sport developments within California and other states.

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This additional building height does not continue in an unbroken line the entire length of the building. There are numerous cornices at differing elevations to break up the façade with a variety of heights.

This deviation would be subject to conditions ensuring it does not constitute a grant of special privileges inconsistent with limitations on other properties in the vicinity and zone. The other locations noted previously have entry features similar in height to this variance request with no negative impact or detriment to the area. Granting this variance would not allow a use, density, or intensity which is not in accordance with the general plan designation for the property.

We will be eliminating the former garden center area adjacent to Wilson Street which will be reducing the overall SF of the building slightly. This area of the former garden center will be landscaped as part of this project, and a preliminary design is included in this package. Other site improvements include making the overall site, including parking area more accessible along with façade enhancements with brick finishes and overall materials that work with the balance of the shopping center.

Thanks for considering this request and we feel the information presented substantially complies with the essence of the zoning and look forward to hearing from you.

Sincerely

Don Alexander, VP Architecture

ONYX CREATIVE, INC.

cc: Brian Bacik – DSG, VP of Real Estate Development

Shannon Yeakel – DSG, Sr Director of Real Estate Development