

Fallback Studios – 7007 Discovery Boulevard – Application Narrative

Fallback Studios is creating the first of its kind Hollywoodesque sound stage in Ohio. Film and television production are the core uses of the facility and require an update to the Perimeter Center Subarea C1 Development Text to allow the use.

Fallback Studios will enhance the current character of the 30-plus-year-old building through a major renovation and reuse for a building that formerly housed several hundred employees. Fallback will enable the transitioning of the former uses of design, and athletics to a higher use focused on creating a cluster of creative-industry companies and employees in film, television, video games, e-sports and animation, podcasts and other media. While we anticipate a growing business, our plans (see color coded floorplan) will bring other related companies as well. Even with this growth, we anticipate the traffic and parking will be consistent with past uses that the current roadways are designed to.

Fallback Studios falls well within the Facilities goals of the AFDP at its heart with its Character. The Dublin Arts Council has a rich tradition of supporting the arts and is a big proponent of adding Fallback Studios planned Media district to support film and television in Dublin and Ohio as a whole. Fallback Studios will also support Public Art in highlighting local artists in film, television and other media.

Fallback Studios will provide a Gathering Place in Dublin with our partners Gateway Theaters to provide not-only black-tie movie premiers, and other media, corporate and public events, creating a public attraction and demonstrating Dublin's spirit of community. The on-site theater will be a private space for Fallback related companies' purposes, and will be available for private events.

As far as the facility itself, it will contribute to Public Infrastructure and will be attractively designed by a world-renowned architecture and engineering firm Genster to maintain a high quality of life for Dublin residents, and it will promote Environmental Stewardship through a 1MW- plus rooftop solar array with proper parapet shielding.

Located just North of Perimeter Drive and between Discovery Blvd. and Holt Road south of Post Road, Fallback Studios will be adjacent to facilities for Roto to the south and Indian Run Meadows Park and South Fork Indian Run to the north. There are no physical residences within 150 feet of the building, and we have met with the local home owners associations to discuss how Fallback's operations will occur within the building.

While a cluster of sound stages are not currently a permitted use, we request the development text be amended to include "motion picture, radio and television production studios" as a permitted use. If approved, Fallback will be able to enable a cluster of media companies to expand to Dublin, and it would be beneficial to create a specific language to

enable a myriad of film and television production companies and their related industries to flourish. Fallback Studios anticipates a number of related firms would consider co-located including the following:

Future uses include Animation Studios, Grip and Lighting Rental, Private Screening Theatre (60 seat), Production Company Offices, Warehouse, Event Area, Café and Catering Facility, Web Development Company, Logistics and IT company (see graphic).

Fallback Studios will generally have 50 employees on site, and filmmakers may have 50- 200 employees on site, depending on the budget of the film. There will be 3-5 tractor trailers on the rear of the studio space similar to previous uses when an internet disk manufacturer Metatec occupied the building. Rather than trucks in and out daily, we expect the trailers to stay during a few weeks for each production as they arise. And we may have Recreational Vehicle “honey wagons” in the rear of the facility for “top line” talent such as actors and directors pause between takes, with overflow to the North parking lot.

The 259,000 square-foot 7007 Discovery Building will maintain its current footprint and will remain within height zoning codes in the area, as well as maintain existing setback standards.

As today’s filmmaking is a high technology endeavor, Fallback Studios will generally be similar in use to a permitted use through the Subarea C of the Perimeter Center PUD Section 5D, the “Design, development, and production of computer hardware, and software, data communications, information technology, data processing and other computer related services, provided that any production is light in nature and does not create significant negative impacts to the environment or surrounding area;” offering technologically advanced services to the film industry.

Fallback will repurpose the current 90,000 square feet warehouse space in the rear to a much higher use and will operate in a manner similar to “Section 7. Warehousing and distribution,” and “8. Ancillary commercial uses within the same building as another permitted use, provided that such commercial uses are intended to serve employees and tenants of that building” as we bring companies related to filmmaking services.

Fallback will be a busy and quiet neighbor. Filmmaking requires noise abatement through insulation that keeps noise out and in the studios. Fallback will seek to achieve an NC25 sound rating that is the benchmark for the industry and that will limit the noise impact even given the potential large numbers of employees (100-250) on site. We would limit truck idling to currently zoned hours.

Furthermore, Fallback's "front of the house" pre- and post-production and business offices, and our office tenants will be in accordance with Section 153.236 of the Dublin City Code. 1. The conditional uses listed in Section 153.026 (Suburban Office and Institutional District) and 153.034 (Office, Laboratory and Research District) of the Dublin City Code "Small-scale office development with frontage along major collectors and necessary for transitioning to existing residential neighborhoods." As a two-story office building, Fallback will enhance the Envision Dublin Community Plan for land use and development by maintaining the high standards currently on site. We will be consistent with Dublin's current plan.

WD Partners will remain on site and occupy approximately 35,000 square feet and 50 parking spaces. Fallback's staff will have 50 parking spaces, with the remaining 250 spaces available for filmmaking "crew" and staff of ancillary service companies. Fallback will have security on site as well.

Fallback plans to be great neighbors and have already had an Open House to enable local Dublin residents to understand the scope of our plans. We look forward to presenting our plans to the city and look forward to your questions.