

PLANNING REPORT

Planning & Zoning Commission

Thursday, September 5, 2024

Fallback Studios

24-105AFDP


<https://dublinohiousa.gov/pzc/24-105/>


Case Summary

Address	7007 Discovery Blvd.
Proposal	Proposal for an Amended Final Development Plan to add motion picture, radio, and television production studios as permitted uses within Subarea C-1 of the Perimeter Center Planned Development District.
Request	Request for review and approval of an Amended Final Development Plan under the provisions of Zoning Code Section 153.053.
Zoning	PCD, Planned Commerce District - Perimeter Center
Planning Recommendation	<u>Approval of the Amended Final Development Plan and Text Modifications.</u>
Next Steps	Upon approval of the Amended Final Development Plan, the applicant may apply for permits through Building Standards.
Applicant	Graham Allison, Opportunity Zone Development Group
Case Manager	Bassem Bitar, Deputy Director of Planning bbitar@dublin.oh.us (614) 410-4635



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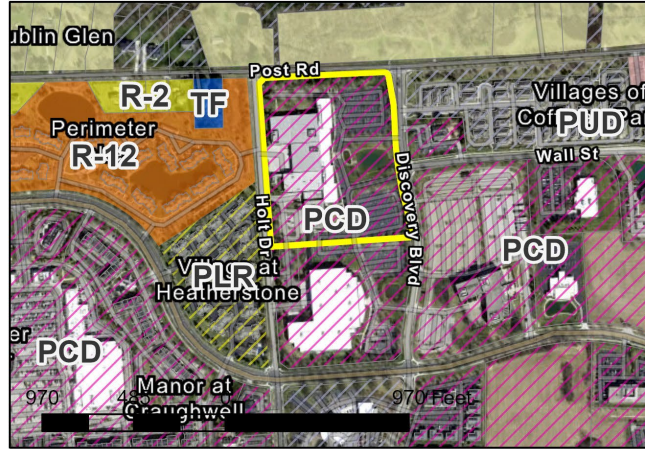
Site Location Map

24-105AFDP - Fallback Studios



Site Features

- 1 Proposed Fallback Studios Facility
- 2 Neighboring Building within Same Subarea



1. Background

Site Summary

The ± 15.5-acre site is zoned PCD, Planned Commerce District – Perimeter Center. The property, in combination with the site immediately to the south (7001 Discovery Boulevard), constitutes Subarea C-1 (± 24.6 acres) of that planned district. The site is located southwest of the intersection of Post Road and Discovery Boulevard. It includes an approximately 250,000 square-foot office/warehouse building, 480 parking spaces, and several loading bays in the rear. Primary site access is from Discovery Boulevard, with delivery/loading access off of Holt Drive to the west. Mature landscaping and a detention pond exist on the site.

To the east of the site (across Discovery Boulevard) are the Villages of Coffman Park condominiums, a daycare center and a logistics business. To the west (across Holt Road) are Perimeter Lakes apartments and the Village at Heatherstone condominiums. To the south is an office/warehouse facility (7001 Discovery Boulevard). To the north (across Post Road) is Indian Run Meadows Park.

History

The original PCD zoning was established in 1988. A rezoning to create a new Subarea C1 (encompassing the two Discovery Boulevard buildings) was approved by City Council in 2010 to expand the list of permitted uses to include research, light manufacturing, packaging and assembly, warehousing and similar uses. Subsequent Conditional Use permits were granted by the Planning and Zoning Commission in 2017 and 2022 to allow indoor fitness and recreational facilities in portions of the building.

Process

The applicant is seeking approval to amend the Perimeter Center Development Text to add to the list of permitted uses within Subarea C-1. Per Code Section 153.053(G)(3), this requires Planning and Zoning Commission (PZC) approval of an Amended Final Development Plan. The full approval process for Planned Development Districts is as follows:

- 1) Concept Plan (CP)
- 2) Preliminary Development Plan (PDP)/Rezoning
- 3) Final Development Plan (FDP)
- 4) *Amended Final Development Plan (AFDP)*

Community Engagement

The applicant met with representatives of the Villages at Coffman Park Condominium Association on August 20 to provide information about the proposed use and address questions and concerns. The discussion focused on traffic, noise, hours of operation and outdoor activities. The applicant also held a public open house at the building on August 23. In addition, a meeting is scheduled with representatives of the Village at Heatherstone Condominium Association on August 30.

2. City Plans and Policies

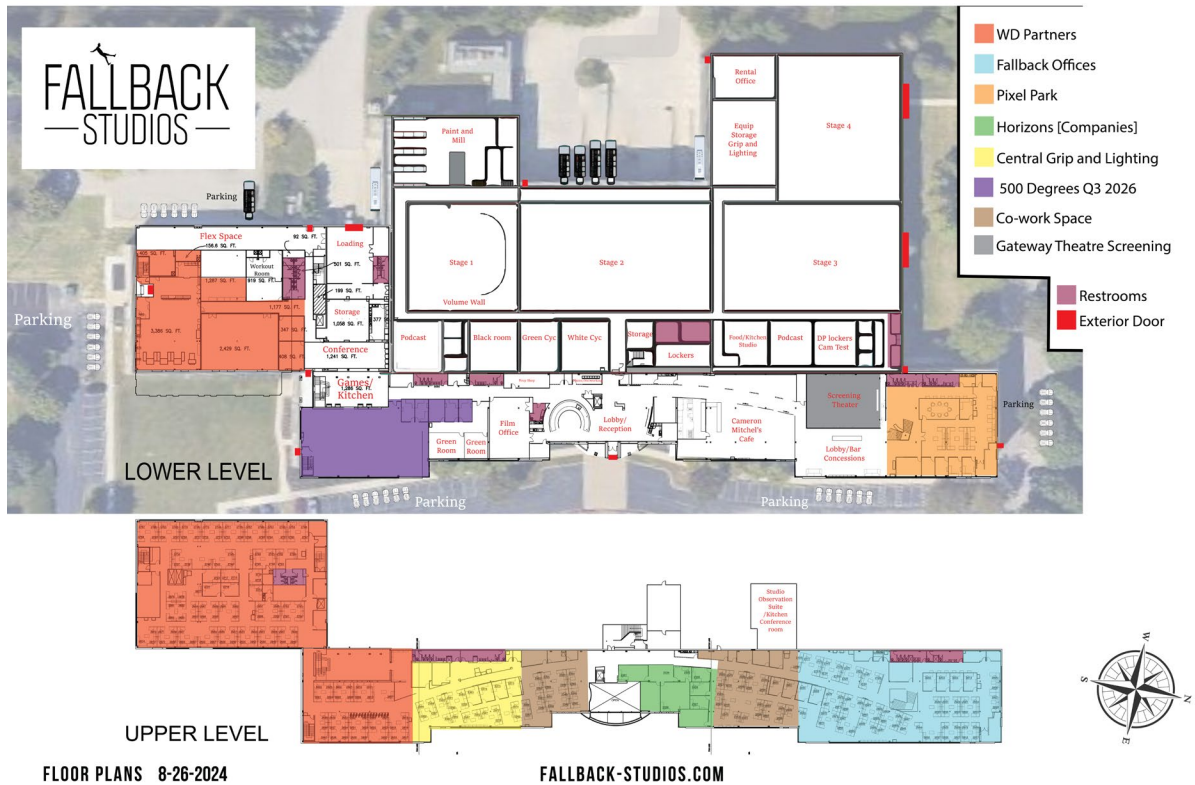
Envision Dublin Community Plan

Future Land Use

The future land use designation for the project site is SO, Suburban Office. The intent of SO is to accommodate major employment centers with high visibility along highway corridors. Principal uses include office, medical office, hospital, institutional and educational campuses. Ancillary commercial support uses such as restaurants, daycares or business services are encouraged to be integrated into the interior of office buildings.

3. Project Summary

Fallback Studios will occupy the majority of the square footage within the building. The use includes sound stages for film and television productions, with a longer-term goal of creating a cluster of creative-industry companies focused on film, television, video games, e-sports and animation, podcasts, and other media. The applicant anticipates attracting related companies as outlined in the color-coded floor plan below, including animation studios, grip and lighting rentals, production company offices, web development companies, as well as logistics and technology companies. Other amenities might include a theater, event space, café/catering



facilities and similar uses. All would cater to building employees and users. Any theater screenings would be by invitation and not open to the general public.

In the short term, the building will be occupied by Fallback Studios and Horizons Companies (an affiliated business). WD Partners (current occupant of the building) will remain and occupy approximately 35,000 square feet of space on the south side of the building. The two existing

indoor recreation operations (Hit Dogs and Spot Athletics) would remain until their leases expire within the next year. All the other businesses and amenities noted above are simply listed to highlight the type of operations envisioned in the longer term.

Fallback Studios will generally have 50 employees on site, and filmmakers may have an additional 50-200 on-site employees, depending on the production budget. Three to five tractor-trailers are anticipated to provide production support. They would mostly be stationary for a few weeks during each production and located within the existing loading area at the rear of the building. In addition, there may be a need for occasional recreational vehicle "honey wagons" to support "top line talent" such as actors and directors. Those vehicles would also be parked in the loading area, although the well-screened small parking area north of the building could be used if needed.

Exterior building improvements will be made to accommodate the new use, but most will be internal to the structure. Some exterior enhancements to the landscaping, site circulation, and signage are also anticipated. However, the improvements are expected to be consistent with current Code and Development Text standards.

Request

The Perimeter Center Development Text provides a general description of "Subarea C-1 WD Partners: (24.6 acres)" as follows:

Uses within this subarea include office, research and laboratory, packaging and assembly, wholesaling, and light manufacturing. These uses are appropriate to this subarea due to the sizes and nature of existing buildings found therein.

It subsequently establishes specific development standards and a detailed list of permitted and conditional uses for the subarea. These include a more refined breakdown of the uses listed in the description above and reference the permitted and conditional uses listed in Sections 153.026 (Suburban Office and Institutional District) and 153.034 (Office, Laboratory and Research District) of the Dublin City Code. Although the applicant's proposed use is similar to many listed uses, it does not fit under them. As such, the applicant requests that the Development Text for Subarea C-1 be amended to add "motion picture, radio, and television production studios" as permitted uses. A redlined version of the Perimeter Center Development Text and an extract pertaining to Subarea C-1 are provided to reflect the proposed amendment.

4. Plan Review

Minor Text Modification: Section 153.053(E)(2)(b)(4)(b)

Criteria

- 1) The Planning and Zoning Commission determines that, for this Planned District, the code compliance is not needed in order to ensure that the Planned District is consistent with the Community Plan and compatible with existing, approved, or planned adjacent development;
- 2) The Planning and Zoning Commission determines that the proposed modification does not significantly alter the list of permitted or conditional uses, cause an inappropriate increase in density or cause inconsistencies with the Community Plan;
- 3) The proposed modification results in a development of equivalent or higher quality than that which could be achieved through strict application of the requirement(s);
- 4) The principles of §153.052(B) are achieved; and

- 5) The development, as proposed on the final development plan, will have no adverse impact upon the surrounding properties or upon the health, safety or general welfare of the community.

Request	Review
<p>To amend the Perimeter Center Development Text to allow motion picture, radio, and television production studios as permitted uses within Subarea C-1</p>	<p>Criteria Met. The request meets the criteria given the following factors:</p> <ul style="list-style-type: none"> • The proposed use is consistent with other permitted uses in the subarea. • Traffic volumes and parking demands are equivalent to when the site was fully occupied. • The building will be soundproofed. • The Subarea C-1 standards limit loading activity and truck idling to the hours between 7:00 a.m. and 7:00 p.m. • Permitted uses in Subarea C-1 already include ancillary ones that are intended to serve employees and tenants of the building. • Mature landscape screening exists around the site.

Amended Final Development Plan

Criteria	Review
<p>1. The plan conforms in all pertinent respects to the approved preliminary development plan.</p>	<p>Criterion Met with Text Modification. The proposal is consistent with all aspects of the approved PDP, with the addition of motion picture, radio, and television production studios as permitted uses.</p>
<p>2. Adequate provision is made for safe and efficient pedestrian and vehicular circulations within the site and to the adjacent property.</p>	<p>Criterion Met. Safe and efficient pedestrian and vehicular circulation already exist.</p>
<p>3. The development has adequate public services and open spaces.</p>	<p>Criterion Met. Adequate public services and open spaces, including a detention basin that doubles as a site amenity are available.</p>
<p>4. The development preserves and is sensitive to the natural characteristics of the site in a manner that complies with the applicable regulations set forth in the Code.</p>	<p>Criterion Met. Mature vegetation exists on the site and will not be removed but might be enhanced.</p>
<p>5. The development provides adequate lighting for safe and convenient use of the streets,</p>	<p>Criterion Met. Appropriate lighting exists on the site.</p>

walkways, driveways, and parking areas without unnecessarily spilling or emitting light onto adjacent properties or the general vicinity.

6. The proposed signs are coordinated within the PUD and with adjacent development.
7. The landscape plan will adequately enhance the principle building and site; maintain existing trees to the extent possible; buffer adjacent incompatible uses; break up large expanses of pavement with natural material; and provide appropriate plant materials for the buildings, site, and climate.
8. Adequate provision is made for storm drainage within and through the site which complies with the applicable regulations in the Code and any other design criteria established by the City or any other government entity which may have jurisdiction over such matters.
9. If the project is to be carried out in progressive stages, each stage shall be so planned that the foregoing conditions are complied with at the completion of each stage.
10. The City believes the project to be in compliance with all other local, state, and federal laws and regulations.

Not Applicable. No signs are proposed at this time. Future signage will have to meet the applicable standards.

Criterion Met. Mature landscaping exists at the site. Additional evergreen buffering was added to the west side of Holt Road in 2010 to provide further screening between the building's loading area and the residential uses to the west. The landscape materials will remain and might be further enhanced.

Criterion Met. Appropriate storm drainage exists at the site and will not be altered.

Not Applicable. The amendment pertains only to the list of permitted uses.

Criteria Met: The proposal meets all other applicable laws and regulations.

Recommendation

Planning Recommendation: Approval of the Amended Final Development Plan with Minor Text Modification with no conditions.