

CITY OF SMYRNA

COMMUNITY DEVELOPMENT DEPARTMENT

MEMORANDUM

To: Mayor & Council

From: Andrea Worthy, Economic Development Director

Date: January 6, 2022

CC: Joseph Bennett - City Administrator
Russell Martin, Community Development Director

RE: **Request by Universal Content Productions LLC for filming over multiple dates in 2022 at 3631 Crestview Drive, SE, and 3660 Wisteria Lane, SE**

BACKGROUND

In December 2021, Staff met with location managers for the Universal Content Productions LLC series, "The Innocent," regarding the possibility of filming a television series for several days each month for approximately six months.

Filming would begin on Wednesday, February 16th and run until approximately Friday, July 8th, 2022. There would be between 4 to 6 filming days each month with additional preparation and wrap days until July.

The two primary locations are vacant homes located a block apart at 3631 Crestview Drive, SE, and 3660 Wisteria Lane, SE. The filming at these locations will primarily be exterior filming, as interior scenes will be filmed at an off-site production stage.

Proposed Filming Locations



Sec. 22-324. of the City's current ordinance places limitations on the number of film permits granted in a calendar year:

(a) There shall be no more than four film production permits granted with reference to any single residentially zoned property during a given calendar year.

The applicant is seeking a variance to operate at this location more than four times in a year.

STAFF RECOMMENDATION

The City's Film Permit Review Team consists of representatives from Community Development, the Police Department, the Bureau of Fire Prevention, Community Relations, Economic Development, and Parks and Recreation. Based on the Review Committee's initial meeting and conversations, the Committee believes this will be a low-impact production that will have minimal impact on the neighborhood.

Based on the minimal impact, Staff recommends Council approve a variance for the applicant to operate for more than four permitted dates.

Conditioned on Council approval, the applicant would still be required to submit a individual application for a film permit for each date of filming. These applications would still be subject to the regular review by the Film Permit Review Committee prior to the issuance of a permit for particular dates. The film application requirements include traffic and parking plans, security, notification of residents, proof of insurance, indemnification and other requirements.