



# Digital Media & Arts Pilot Program

City Council – Item 20

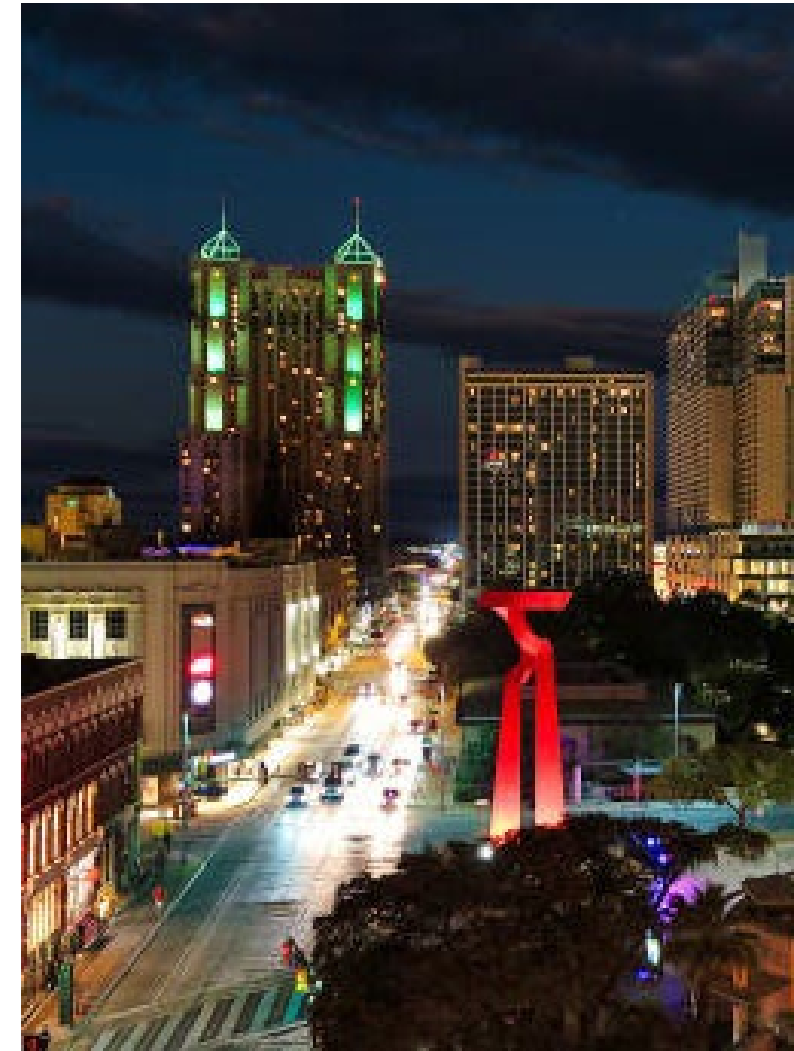
*June 12, 2025*



# Overview

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- **Jan. 2022** - City staff approached by Outfront Media and the Urban Activation Institute to create a Digital Media & Arts Pilot Program in San Antonio
  - Seeks to allow digital off-premise advertising on existing buildings in designated areas
  - Would require changes to the Ch. 28 (Sign Code)
  - Similar to cities like Denver, Atlanta, West Hollywood
  - Unlike previous digital sign ordinances, this would require revenue share and financial contributions as well as time share for City rather than static billboard removals (i.e., “take downs”)
- Presented proposal as part of 2023 Ch. 28 update process
  - Sign Code Committee decided not to include as part code update, but to defer to City to review as policy issue



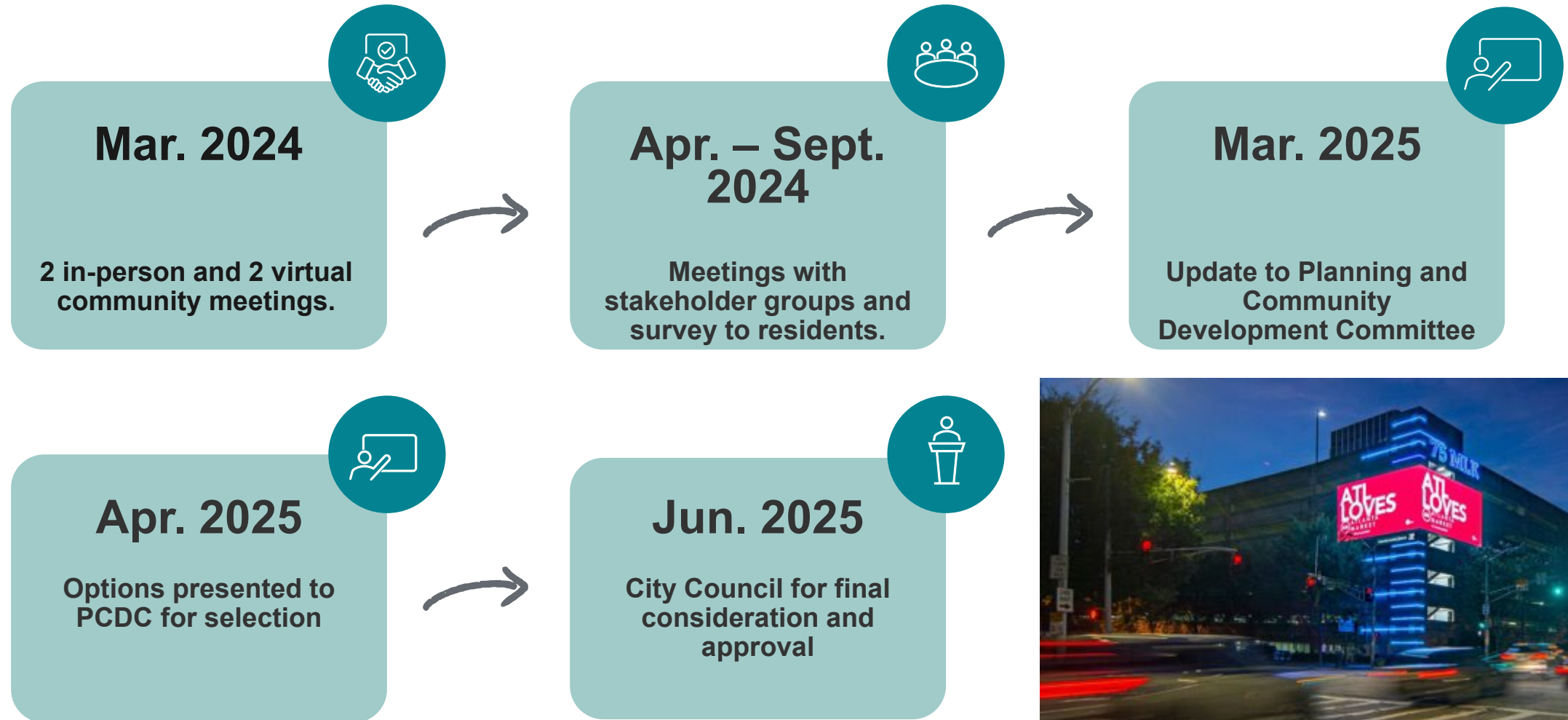
# PCDC Feedback



- **Mar. 2023** - Discussed as part of the Ch. 28 code update to PCDC
  - PCDC requested staff to continue work with parties to review and develop options
- **Jan. 2024** – DSD presented additional update:
  - DSD recommended holding additional community meetings over several months
    - Asked to engage key stakeholders
    - Asked to develop potential program parameters
- **Mar. 2025** – DSD presented update:
  - Results of stakeholder survey – 544 respondents; 75% against, 25% for.
  - Proposal for pilot program
    - Committee recommended staff to develop of 2-3 options to consider and additional coordination with TxDOT
- **Apr. 2025** – PCDC recommended pilot program to move to City Council for consideration



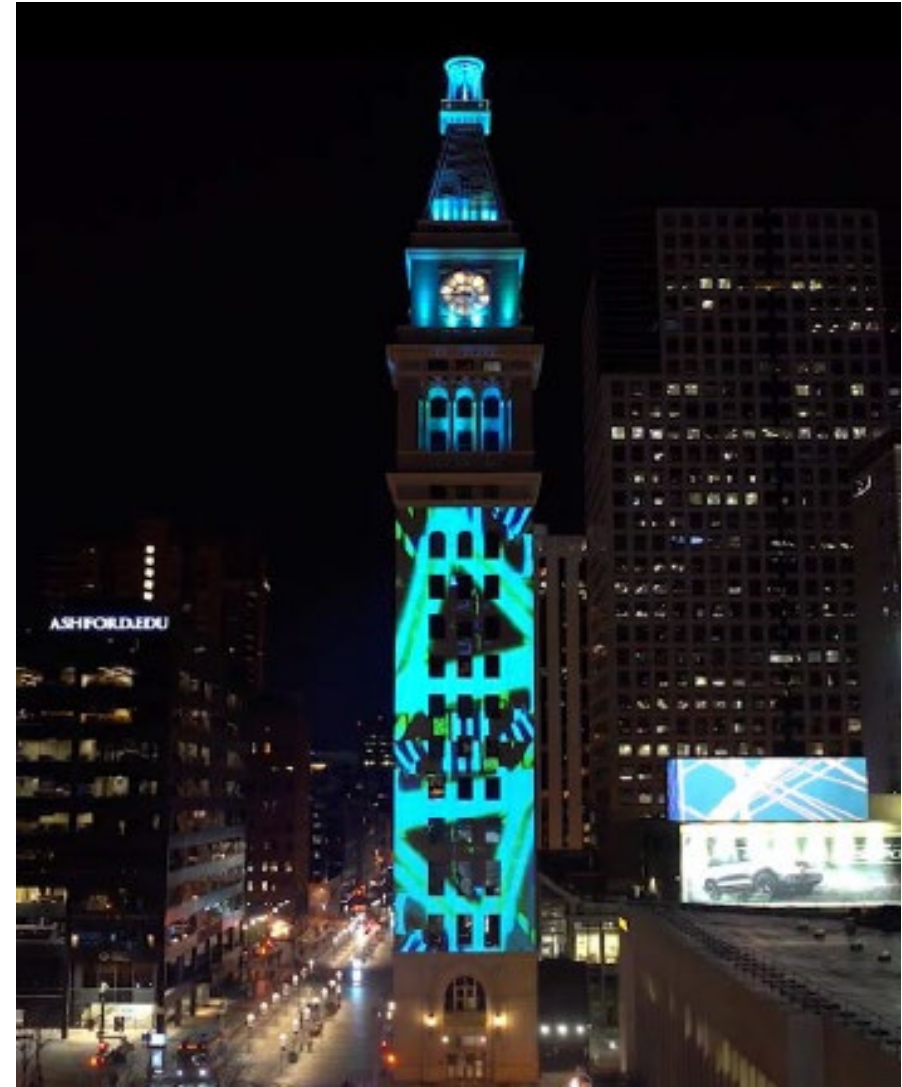
# Timeline



# Potential Benefits

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- Activation of spaces
- Revenue share for City
  - Use for Arts and/or other programs
- Time share on digital media for art and other city messaging
- Significant financial contribution for art installation required with each permitted digital display
- Safety benefits with additional lighting
- Control over design and content through contracts
- Contract to include operating standards
  - Brightness
  - Time to be on
  - Carbon neutral



# Outreach



## Meetings (2024)

### With community members

- Mar. 21 (In-person)
- Mar. 22 (Virtual)
- Mar. 27 (Virtual)
- Mar. 29 (In-person)

### With stakeholders

- Apr. 19
- Apr. 22
- Apr. 29 (2 meetings)
- May 9
- May 10

## Stakeholders

- Private building owners and representatives
- Building Owners and Managers Association (BOMA)
- San Antonio Port Authority
- Media companies
- San Antonio Conservation Society
- CENTRO
- Arts communities
- Historical Society

# General Requirements



## Proposed 2-year pilot program

- Evaluate program at the end of the pilot

Allow maximum number of displays on buildings to allow off-premise advertising. City to get percentage of revenue and time shares on display

Financial contribution for major art component required for each digital media display

- Would require approval by the Department of Arts and Culture.

Size limitation - attached digital display not to exceed 25% of building façade.

Carbon neutral digital displays

Maximum lighting intensity levels

Limited Content

- Through contracts similar to digital kiosks

Protections of certain areas

- Cannot be seen from Riverwalk
- Not on historic designated structure
- RIO Overlay or other Historic districts
  - Will require HDRC and OHP review

Comply with TxDOT rules where applicable

# Proposed Options



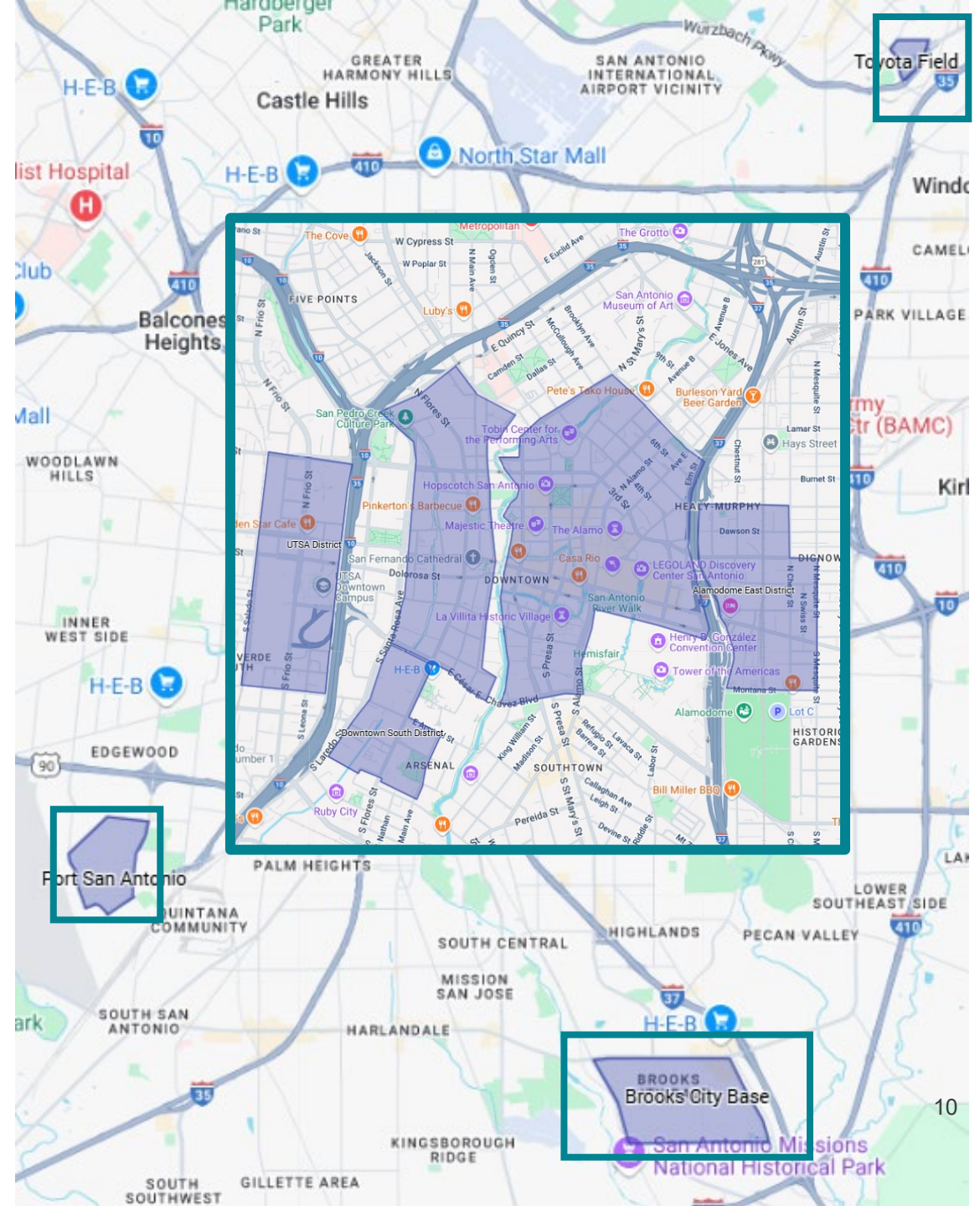
	PCDC Approved recommendation	City Staff recommendation
REVENUE SHARE	10% initial 15% after pilot, if extended	20-25%
REVENUE SPLIT	Arts	Arts
TIME SHARE	20% plus additional 5% remnant time, if available	20%
PILOT ART CONTRIBUTION <sup>1</sup>	\$100,000	\$100,000
TOTAL NUMBER OF DISTRICTS <sup>2</sup>	8	10
MAX DIGITAL DISPLAYS PER DISTRICT	3	2
MAX TOTAL DIGITAL DISPLAYS	10	10

<sup>1</sup> Permit approval contingent on this contribution for major art component to be included at proposed locations

<sup>2</sup> PCDC did not support the Pearl area and anything near King William

# Potential Locations

- UTSA Downtown District
- Downtown West District
- Downtown East District
- Downtown South District
- Alamodome East District
- Port San Antonio
- Brooks City Base
- Toyota Field



# Staff Recommendation



- Staff recommends that the 2-year pilot program recommended by PCDC committee be approved by City Council:
  - Max 10 digital display permits
  - 8 eligible areas – Max 3 per individual area
  - \$100,000 initial contribution for Art for each sign permit
  - Min 10% gross revenue share for City annually
  - Min 20% time share for digital art and City messaging
  - Effective date September 15, 2025



# **THANK YOU!**

**Amin Tohmaz, PE, CBO**  
**Deputy Director**

