



# City of San Antonio

## Agenda Memorandum

**File Number:**  
**{{item.tracking\_number}}**

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**Agenda Item Number:** {{item.number}}

**Agenda Date:** April 8, 2025

**In Control:** San Antonio Arts Commission

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**DEPARTMENT:** Department of Arts and Culture

**DEPARTMENT HEAD:** Krystal Jones

**COUNCIL DISTRICTS IMPACTED:** Citywide

**SUBJECT:**

Digital Media and Arts Pilot Program (Briefing)

**SUMMARY:**

Staff will brief on developments for the Digital Media and Arts Pilot Program managed by Development Services Department (DSD) which was presented to Planning and Community Development Committee on March 21, 2025.

**BACKGROUND INFORMATION:**

Development Services Department (DSD) staff was approached in January 2022 by OutFront Media and the Urban Activation Institute members to discuss a proposal for San Antonio to create one or more downtown art and entertainment districts powered by outdoor media platforms. The parties presented their proposal as part of the 2023 Sign Code Update process in 2022. The

proposal's intent would allow off-premise advertising as part of the urban entertainment districts and require changes to the City's sign code (City Code Chapter 28). The main parts of the proposal are summarized below:

- The City would create one or more urban entertainment districts through an ordinance allowing digital platforms/screens to be installed on approved buildings within the district. The proponents used similar programs established in Denver, CO, Atlanta, GA, and West Hollywood, CA, as examples.
- The digital screens would allow approved off-premise advertising that met specific civic and community-approved criteria.
- The program would also require a minimum amount of time for public messaging and approved digital art to be shown on the screens.
- The City would receive a percentage of each digital platform's revenue, which the City could then use for whichever City programs are allowed by the approved policy. While most of the discussion referenced other cities that used the revenue to support the jurisdictions' Arts programs, the proponents indicated that the City could decide how to use the funds generated.

The 2023 Sign Code Update Stakeholder Committee decided not to support the proposal to create these urban entertainment districts because the committee members felt it was outside the scope of their committee. They stated that this was a City policy discussion for review, mainly due to the revenue-sharing aspect of the proposal. The request to create a proposal for an urban entertainment district in San Antonio was further discussed at the March 2023 Planning and Community Development Committee (PCDC) meeting as part of the 2023 San Antonio Sign Code Update. During that meeting, PCDC members instructed City staff to continue working with the Outfront Media and Urban Activation Institute representatives to review further and develop options for a pilot program in San Antonio.

In January 2024, DSD presented to PCDC and recommended holding a series of community meetings to obtain feedback on creating the pilot program in San Antonio, including specific locations that should be included and restricted from making such an ordinance. The PCDC supported the staff's recommendation and requested staff include key stakeholder groups in the meetings and consider safety and illumination standards. City staff has met with the key stakeholders and is ready to describe the feedback received and provide a path for San Antonio to possibly adopt a pilot program in the city.

#### **ISSUE:**

This is a briefing item.

#### **FISCAL IMPACT:**

There is no fiscal impact, as this is a briefing item.

#### **ALTERNATIVES:**

There are no alternatives, as this is a briefing item.

**RECOMMENDATION:**

There are no recommendations, as this is a briefing item.