

# Digital Media & Arts Pilot Program

Planning and Community Development  
Committee

*April 24, 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)
- 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 rather than code update



# PCDC Feedback



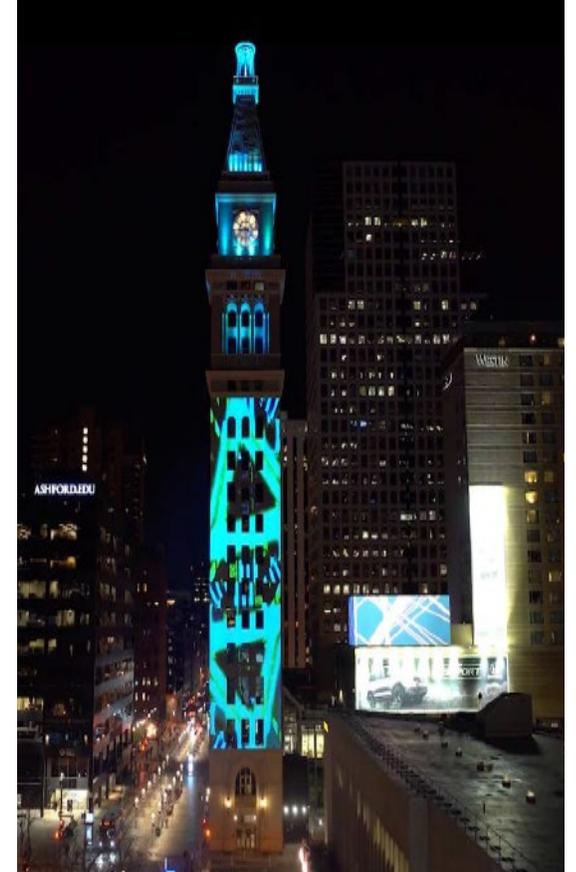
- **Mar. 2023** - Discussed as part of the Ch. 28 code update to PCDC
  - PCDC requested staff to continue work with parties to review and develop options
- **Jan. 2024** – DSD presented additional update:
  - DSD recommended holding additional community meetings over several months
    - Asked to engage key stakeholders
    - Asked to look at safety standards and 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



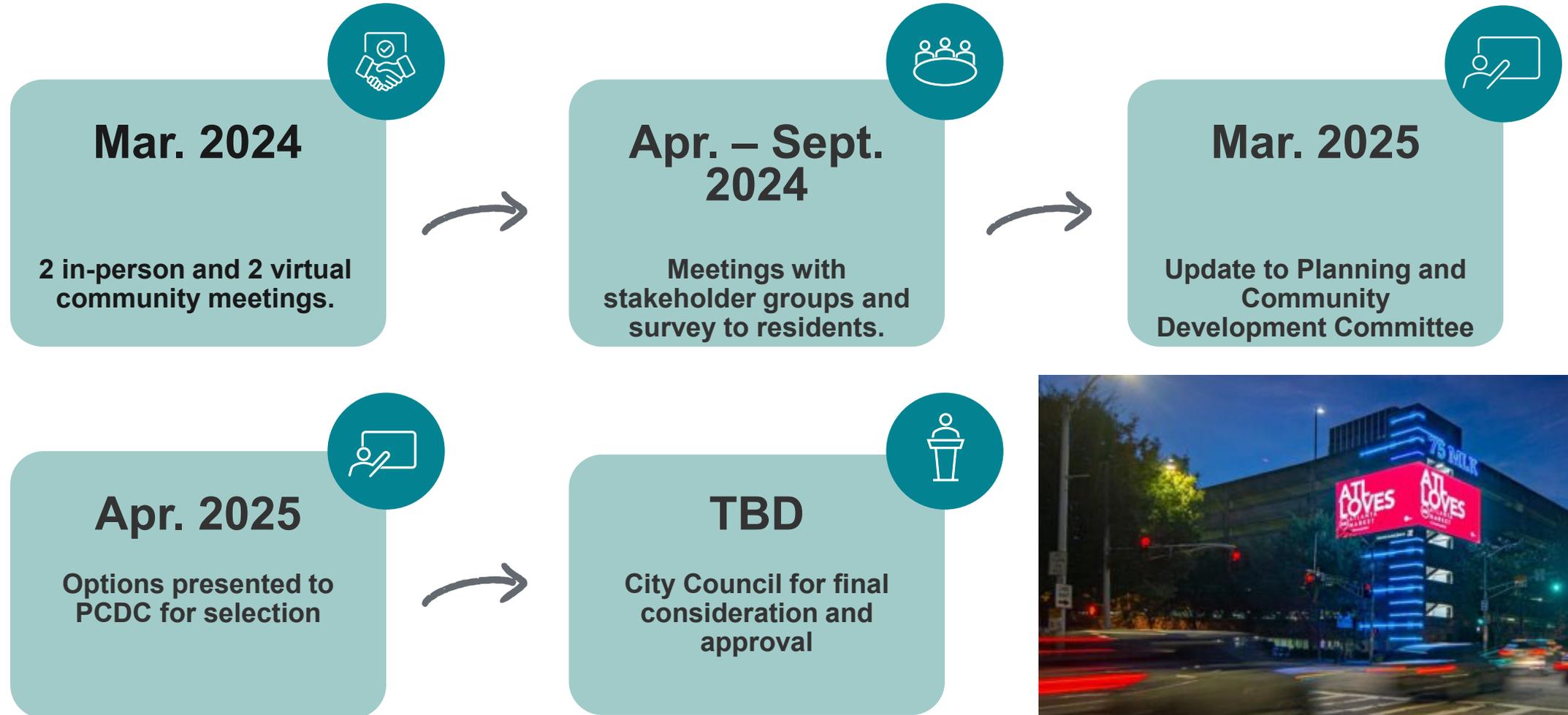
# Potential Benefits

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- Activation of spaces
- Revenue share for City
  - Use for Arts and other programs
- Time share on digital media for art and other city messaging
- Significant 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



# Timeline



# Outreach



## Meetings

### 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
- Conservation Society
- CENTRO
- Arts Communities
- Historic Society

# General Requirements



Proposed 2-year pilot program

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

Major art component (or money for art component) required for each digital media display

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

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 kiosk

Protections of certain areas

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

Comply with TxDOT rules where applicable

# Proposed Options

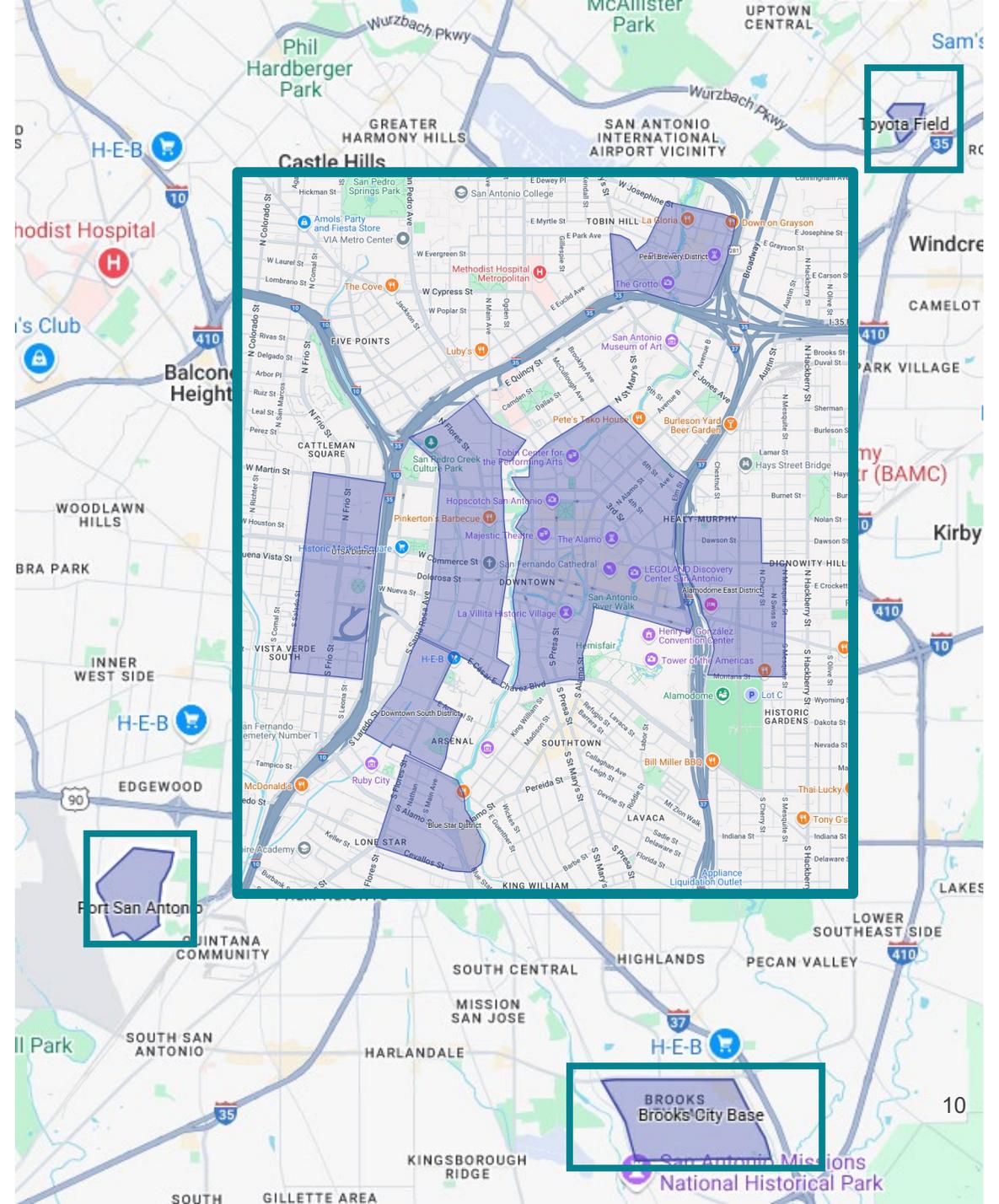
	OPTION A	OPTION B	OPTION C
<b>REVENUE SHARE <sup>1</sup></b>	10% initial 15% after pilot, if extended	15%	20%
<b>REVENUE SPLIT</b>	Arts	Arts + Other	Arts + Other
<b>TIME SHARE</b>	20% plus additional 5% remnant time if available	20% plus additional 5% remnant time if available	20% plus additional 5% remnant time if available
<b>PILOT ART CONTRIBUTION <sup>2</sup></b>	\$100,000	\$75,000	\$50,000
<b>TOTAL NUMBER OF DISTRICTS</b>	10	10	10
<b>MAX DIGITAL DISPLAYS PER DISTRICT</b>	3	3	3
<b>MAX TOTAL DIGITAL DISPLAYS</b>	10	10	10

<sup>1</sup> If Centro helps administer downtown areas, then they could get ½ of revenue share

<sup>2</sup> Permit approval would be contingent on this contribution for major art component to be included at proposed locations

# Potential Locations

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



# Staff Recommendation



- Staff recommends that a pilot program be forwarded to City Council for consideration.

**THANK YOU!**

**Michael Shannon, PE, CBO**  
**Director**

