

Digital Media and Arts Pilot Program

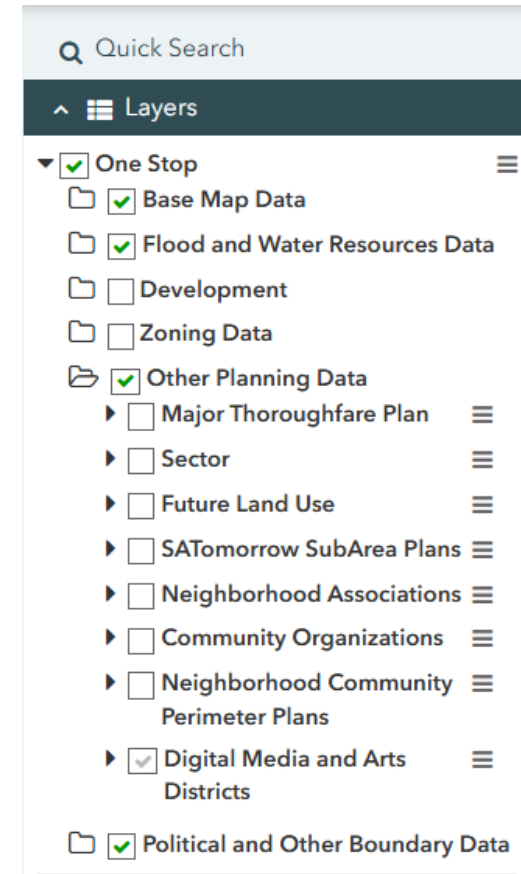


What is DMA

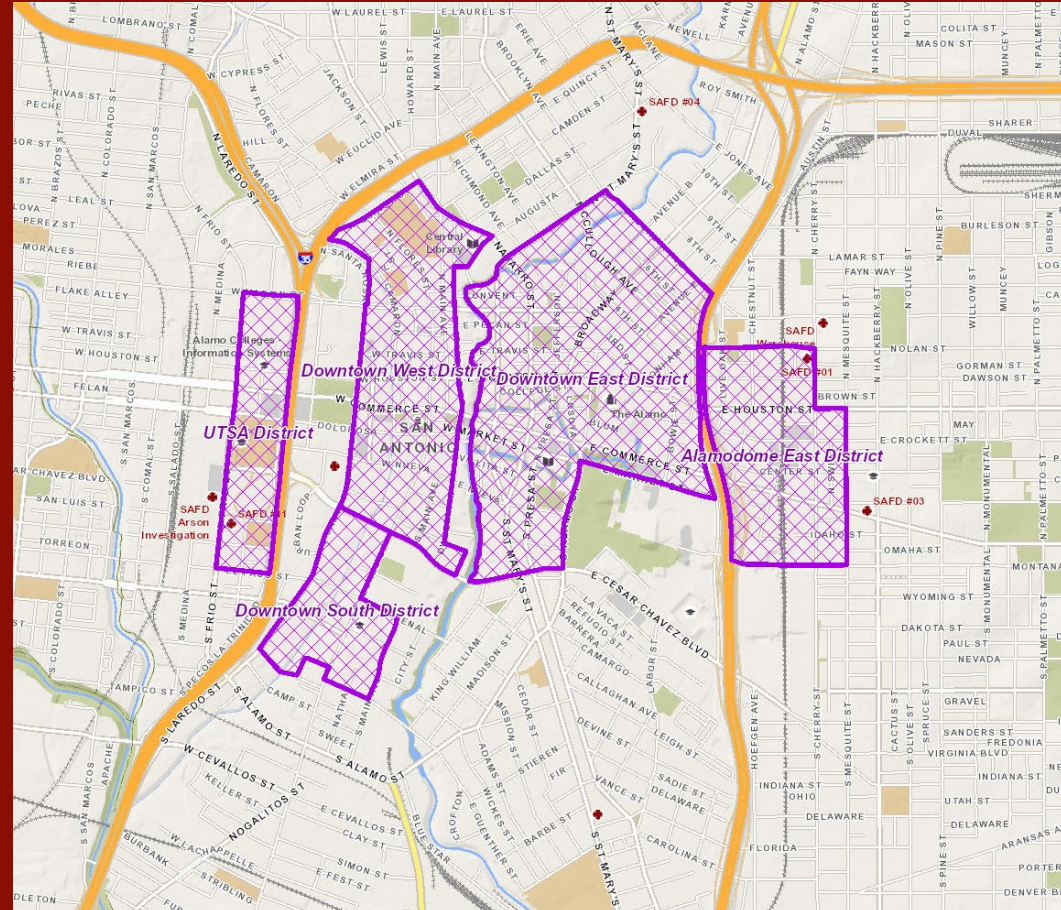
- Ordinance [2025-06-12-0465](#)
 - Signed June 12, 2025
 - Effective September 15, 2025
- Changes to Chapter 28
- Similar Programs
 - Atlanta
 - Denver
 - West Hollywood

Pilot Overview

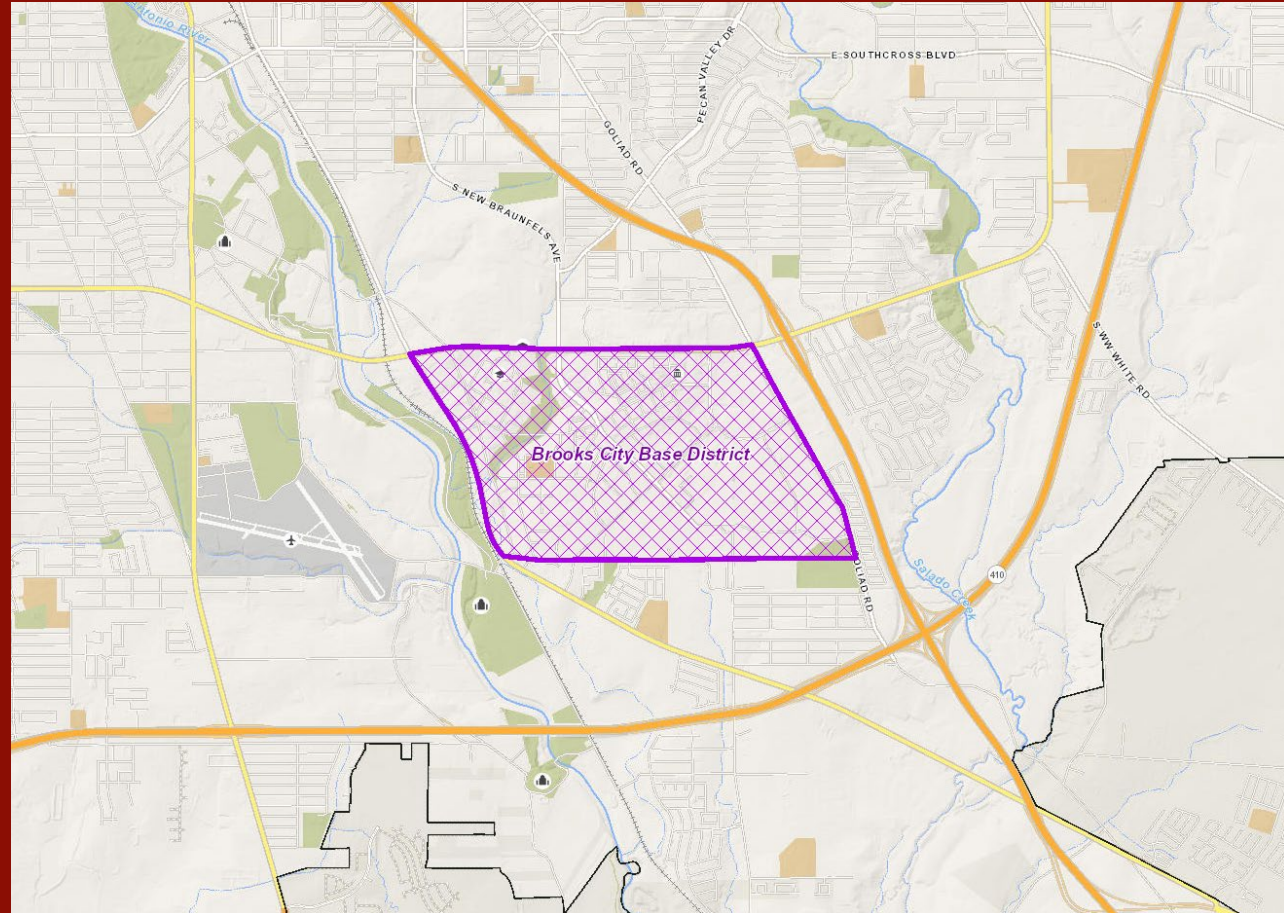
- 2 Year Pilot Program
- 8 Districts
 - Alamodome East
 - Brooks City Base
 - Downtown East
 - Downtown South
 - Downtown West
 - Port San Antonio
 - Toyota Field
 - UTSA Downtown



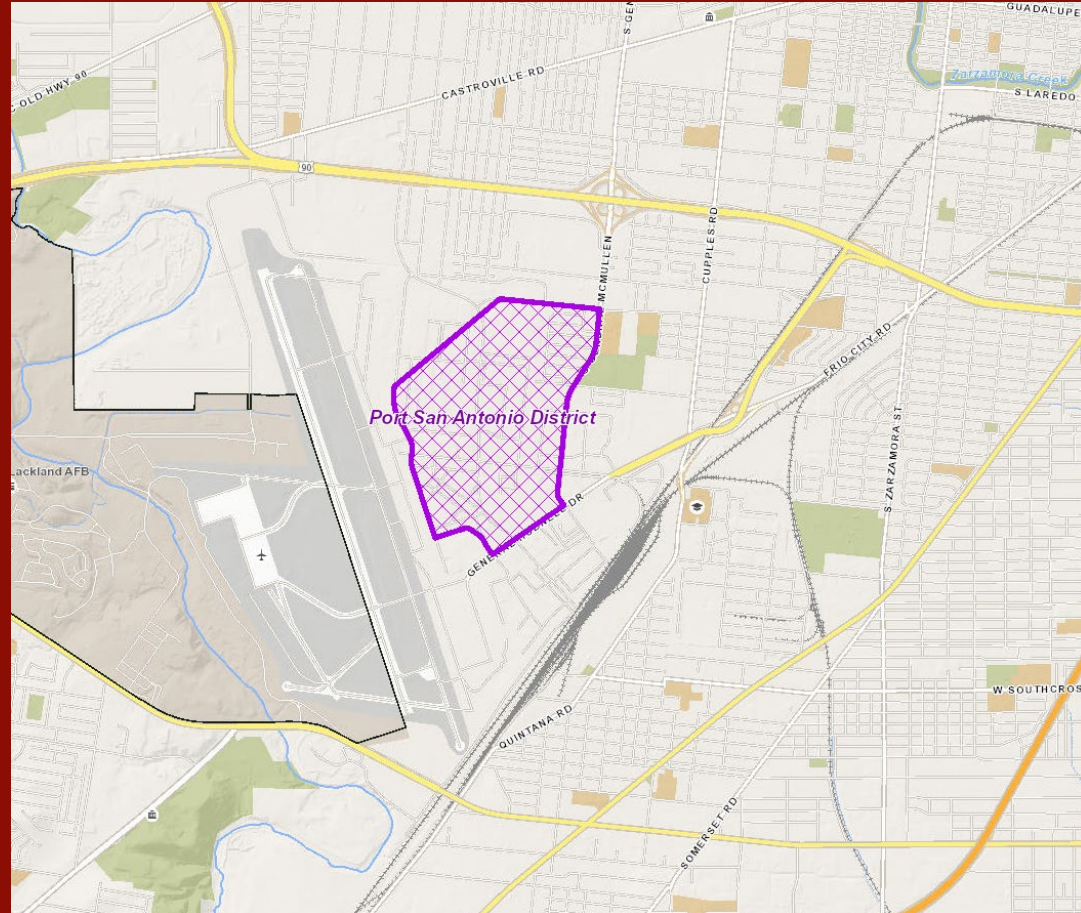
A decorative horizontal line with a repeating wavy pattern, colored in a dark teal or navy blue.



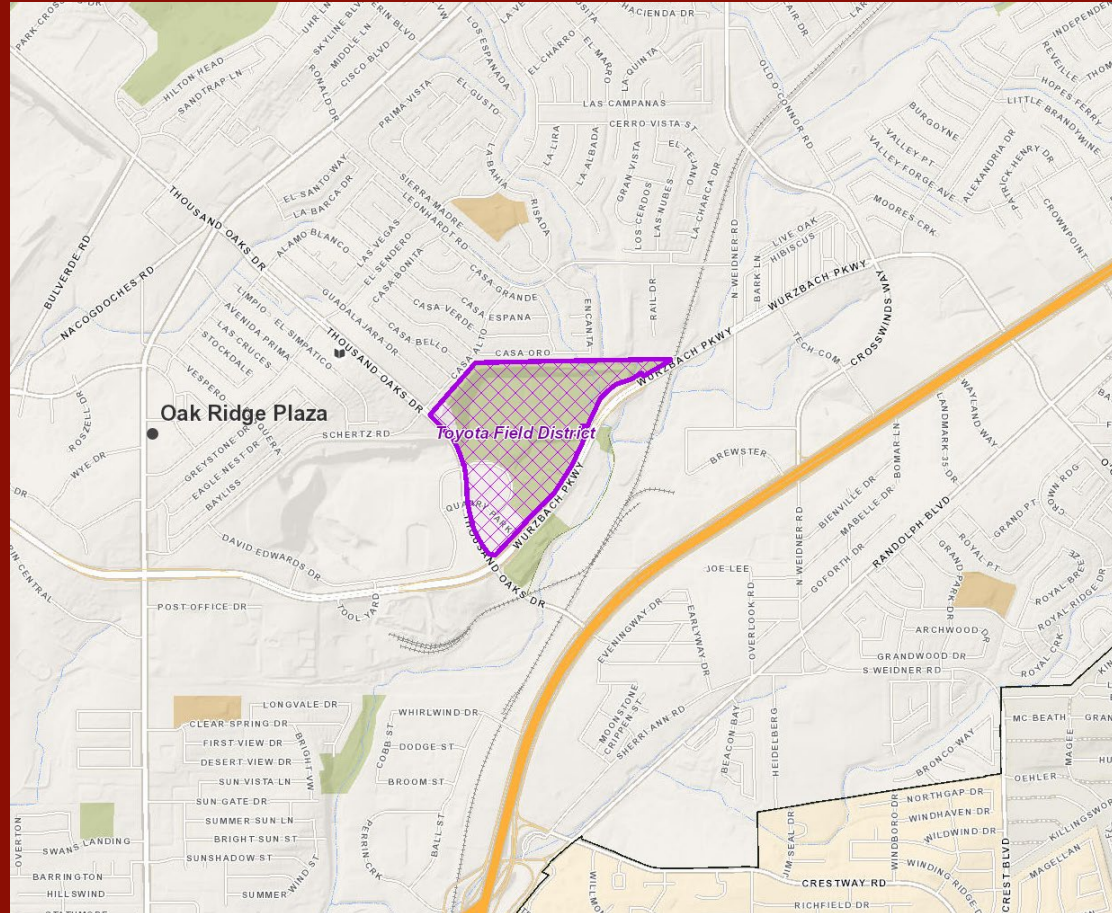
Brooks City Base District



Port San Antonio District



Toyota Field District



Pilot Overview



- 10 Total Signs (2 Reserved)
- No More than 3 per District
- 10% Revenue Share
- 20% Display Time plus 5% Remnant Time
- \$100,000 Payment to Arts and Culture Department

Limitations



- No displays on Riverwalk
- No display on historic structures
- No explicit images
- No smoking or vaping advertisements

Submittal Requirements



- Affidavit – Building/property owner permission
- Site plan with buildings and sign locations
- Sealed drawings of sign design (2024 IBC)
- Building elevation dimensions with maximum area 25% allowance calculations
- Revenue Share Contract
- Property Owner Agreement with Arts and Culture Department

Submittal Requirements



- Items that may be required depending on location:
 - [TxDOT permit](#) – If visible from red roadway
 - [OHP approval](#)
 - HDRC approval
- Must be submitted by Licensed Off-Premise Sign Operator

Process



- All applications on BuildSA
 - No hard copy submissions
 - Applicant must be Licensed Operator
- Apply after 12:01 AM September 15, 2025
 - Any before will be withdrawn
- Single reviewer
- Reviewed in order of receipt.

Process



- Pay fees after Technical Reviews are complete
 - This is when the spot is reserved.
- Invoice for \$100,000 will be issued to applicant
 - Payment must be received within 10 business days of invoice date

Process



- What if there are already 3 signs in the district?
 - Notify applicants
 - Option to proceed with application or withdraw
 - Waitlist

Fees



- Application Fees

Sign plan review fee	\$50
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- Off-premises sign operator's license

Registration	\$375
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Renewal	\$375
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Fees



- Permit Fees

- Off-premises digital sign fee

- \$200

- Off-premise digital sign – permits inspection fee

- 1-75 sqft \$64.80

- More than 75 sqft \$64.80 + \$0.22 per sqft

- Off-premises digital sign annual inspection fee

- 1-72 sqft \$200

- 73-300 sqft \$300

- >301 sqft \$400

Contacts - DSD



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THANK YOU!

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