



City of Denton

City Hall
215 E. McKinney Street
Denton, Texas
www.cityofdenton.com

AGENDA INFORMATION SHEET

DEPARTMENT: Department of Development Services

DCM: Cassey Ogden

DATE: March 23, 2026

SUBJECT

Receive a report, hold a discussion, and give staff direction regarding proposed Code amendments related to Media Production Facilities.

BACKGROUND

At the February 23, 2026, Development Code Review Committee (DCRC) meeting, Staff introduced the Table of Allowed Uses, Use Specific Standards, and Definitions Sections of the Denton Development Code (DDC) topic, and discussed areas of the Code proposed to be refined as part of this amendment. As part of this ongoing topic, Staff is bringing forward a discussion item to incorporate a new use into the DDC: Media Production Facilities.

The purpose of this request is to establish regulations for where Media Production Facilities are allowed to be located within the City of Denton, establish use-specific standards related to Media Production Facilities, and refine other aspects of the Denton Development Code related to this commercial use. As described below, the Denton Development Code (DDC) does not currently speak to this use, and updates are needed to allow this use within certain zoning districts and establish standards related to this use.

Media production development zones allow for a sales and use tax exemption for the construction, maintenance, expansion, improvement, or renovation of a media production facility at a qualified media production location over a two-year period. An area may be approved as a media production development zone for a maximum of five years after the date the last qualified media production location was designated within a zone's boundaries.

In 2023, the Texas Legislature passed House Bill 4051 updating the requirements to be approved as a media production development zone by revising the principal municipality minimum population requirement of 250,000 down to 100,000, making the City of Denton eligible for such zone. Additional requirements to be approved as a media production development zone include having an adequate workforce and infrastructure to support production of moving image projects, being recognized as a media production development zone by ordinance, and the area will contain a qualified media production location within its boundaries. A media production location must be located on land within a media production development zone and be used exclusively to build or construct one or more media production facilities, and if the real property is a building or other facility, it must be renovated solely for the purpose of being converted into one or more media production facilities.

The 2002 Denton Development Code contained a Broadcasting or Production Studio use defined as a structure designed for making and transmitting programs for radio or television or for the production/editing

of films, videos, commercials, etc. This use was removed with the adoption of the 2019 Denton Development Code.

The DDC does not currently speak to this use. Per DDC 5.2.4, if an application is submitted for a use type that is not specifically listed in the Table of Allowed Uses, the Director will determine the appropriate use category and type. A musician studio is the most similar use permitted by the code, however media production facilities would not meet the definition of a musician studio. Staff suggests combining Musician Studios and Media Production Facilities into one use. Media Production Facilities would include the production of moving image and audio media projects. If the City is interested in the ability to authorize a media production development zone in the future, the code must permit media production development facilities. As previously stated, containing a media production location within the boundaries is required for the creation of a media production development zone.

Additional requirements to be approved as a media production development zone by the state include an application be made to the City, the City Council recognizing the area as a media production development zone, the State certifying that its creation will have a positive impact on state revenue, the State Media Production Advisory Committee recommending the use of the exemption for the project, and the Texas Film Commission designating the location and certifying the project to grant the exemption.

At the March 23, 2026, Development Code Review Committee (DCRC) meeting, Staff will present proposed amendments to DDC Subchapter 5: Use Regulations, DDC Subchapter 7 – Table 7.9: Minimum Required Off-Street Parking, and DDC Subchapter 9: Definitions to incorporate Media Production Facilities as an allowed use. Following discussion, staff will seek consensus or additional direction from the DCRC.

EXHIBITS

Exhibit 1 – Agenda Information Sheet

Exhibit 2 – House Bill 4051

Exhibit 3 – Presentation

Respectfully submitted:
Hayley Zagurski, AICP
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