

The sign company, Olympus Media, is asking the city of La Crosse for permits to put up new electronic billboards in the city. The company will have to wait awhile even if they get the permits. The city council has passed a one year moratorium on the big LED signs in order to study how they are used. The current city ordinance covering electronic billboards require that a certain number of conventional billboards come down for every electronic one that goes up. Opponents of the signs, however, pointed to the new electronic billboard on highway 16 just outside city limits as an example for why the city shouldn't have any of the signs. They complained the billboards were just too distracting and ugly