

When the big, electronic sign went up on highway 16 in Medary, Rich Kastenschmidt was one of the first to notice. His bedroom faces the sign in his neighborhood by Hixon Forest across the highway from the sign. Kastenschmidt has been among those most vocally opposing the spread of additional electronic billboards in the city. Sign company, Olympus Media has been lobbying with Kastenschmidt and his neighbors to try and soften their stance against the highway 16 sign. Nice try, says Kastenschmidt, and he appreciates the effort. But, he says, not matter how Olympus tries to dim the lights on the sign, it's still a garish, ever-changing presence in his life. Those signs, says Kastenschmidt, don't belong anywhere in the city.