

It won't be long before the city of La Crosse has new rules governing billboards in place. But not soon enough to avoid running past the expiration of a 12 month moratorium on electronic signs within the city. City councilman Bob Seaquist wants the moratorium extended so his billboard committee can complete work on new rules for the signs. Not a long extension, he says

The city put a sign moratorium in place last summer after backlash from a big electronic billboard that went up right at the entrance to La Crosse on town of Medary land.