

Any hopes that La Crosse businesses had of leniency in new sign rules in the city have been dashed. Although mayor Matt Harter vetoed new regulations that would put most current electronic signs out of compliance and virtually eliminate the presence of electronic billboards in the city, the city council voted to override that veto last night. A special committee had worked for more than a year developing the new rules saying that they were based on current industry standards. Critics--including the mayor--complained the new rules were overbroad, extending new regulations to basic static business signs as well as electronic ones. The sign committee this week met to finesse a few of the new regulations. Those will be voted on next month by the council.