

Up to Thirty Billboards Destined for Scrap Heap in La Crosse

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Thirty existing billboards may come down in La Crosse under a deal reached by city council members this week. The sign company, Olympus Media, has convinced the council to allow half of the amount of billboards to come down around the city as are supposed to under an ordinance allowing digital signs. Olympus, formerly Collins signs, wants to put up four big digital billboards. Depending on the size of the regular billboards, that could mean anywhere from eight to 30 will have to come down in exchange for the new electric signs.