

Could be a well attended city council committee meeting tonight at La Crosse city hall. At least by businesses. The La Crosse Chamber of Commerce has warned businesses about possible impacts of a set of new rules for regulating signs of all kinds, especially electronic signs. Many businesses would be forced to downgrade or get rid of their signs altogether eventually under the new regs. One sign company believes that up to 90 percent of the electronic signs at businesses would be affected. Another sign company estimates that regular static signs at up to 200 businesses would be considered too large or too big.