

Campaign Sign Raises Questions

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La Crosse's sign rules have gone through big changes recently. Which may have led to some confusion this week regarding a big campaign sign put up by Fairway Advertising in their downtown parking lot. Fairway had erected a double-sided, rolling, Doug Farmer for mayor billboard so that it sat on third street opposite the jail. Fairway's Mary Niemeyer told us the sign was perfectly legal. The inspection department says that wasn't necessarily so. Meanwhile, Farmer has asked that the sign get moved and, for now, it's been moved to the back of Fairway's lot.