

## Mayor Vetoes Sign Ordinance

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A new, restrictive sign ordinance has been put on hold for now in La Crosse. Mayor Matt Harter has vetoed the ordinance that would have potentially put hundreds of current signs out of compliance in the city. In his veto message, the mayor says that, although he may not think signs are attractive, he doesn't believe the government should be preventing business from improving by updating signage. The sign ordinance was passed overwhelmingly by the city council last week. A special city council committee worked on developing the new sign rules for the city for more than a year.