



**Jesse Arreguín**  
Councilmember, District 4

CONSENT CALENDAR  
December 6, 2011

To: Honorable Mayor and Members of the City Council  
From: Councilmembers Jesse Arreguín and Laurie Capitelli  
Subject: No Smoking Signs in the Downtown

RECOMMENDATION:

Direct the City Manager to work with the Public Works Department and the Berkeley City College Tobacco-less Club to create “No Smoking” signs and develop a plan to install signs at key locations throughout the Downtown area.

BACKGROUND:

Berkeley Municipal Code Section 12.70.030 prohibits smoking in all public places, including, but not limited to all commercial sidewalks, effectively making the Downtown area a smoke-free zone. Despite Downtown businesses posting No Smoking signs near their entrances, many violations occur on Downtown sidewalks on a daily basis.

Councilmember Capitelli and I recently attended a meeting of the Berkeley City College Tobacco-less Club to discuss how the City can help decrease smoking in the Downtown. It was acknowledged that No Smoking signage posted by businesses have been very helpful in cutting down smoking on Downtown streets. However, many people who still smoke on public streets, in violation of City law, have expressed a lack of awareness of the law since signs in businesses are largely not interpreted as official notice of the law that may carry possible penalties if violated.

A quick visual survey of the Downtown reveals that there is official No Smoking signage, however, only in the form of relatively small and less visible stickers on lamp posts – some of them fading, torn or otherwise vandalized. There is no prominent signage for No Smoking in the Downtown similar to other general information signs.

The BCC Tobacco-less Club would like to partner with the City to design public No Smoking signs to be posted throughout the Downtown. They believe that signage should be both effective and prominent to the extent permissible by sign regulations. They have also doing a survey of the Downtown area, identified key areas where a large amount of smoking occurs, which could assist the City in developing a plan for where to install signage. They have developed prototype signage, which has already been put up outside of Berkeley City College. A copy of suggested signage is attached.

FINANCIAL IMPLICATIONS:

Unknown

CONTACT PERSONS:

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ATTACHMENTS:

1. Example of No Smoking sign, as posted at Berkeley City College



