



ALAMEDA COUNTY
Community Development Agency

Alameda County Tobacco Retailer License

Licensing

&

Enforcement



County of Alameda

TOBACCO RETAILER LICENSE

License Number: PLN2020-00000

Expiration: December 31, 2020

LICENSEE: John Doe Inc

NOTE: Not Transferrable.

LICENSE TYPE: Tobacco Retailer License

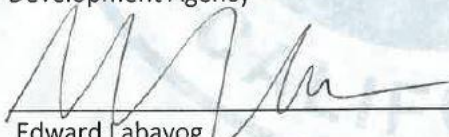
LICENSE LOCATION: 224 Winton Avenue, Hayward, CA 94541

LICENSE ASSESSOR'S PARCEL NUMBER: 123-4567-890-12

Subject to Revocation as per Chapter 3.58 & 3.59 of Title 3 of the Alameda County Ordinance Code.

Chris Bazar, Director
Alameda County Community Development Agency

BY:


Edward Labayog
Senior Code Enforcement Investigator

1-1-2020
Date Issued

This Tobacco Retailer License is subject to the attached ordinance requirements.

POST IN A CONSPICUOUS PLACE



Tobacco Retailer License Application

Application Date: _____

Reason for Application (check one): New License Renewal Re-issuing Revoked License Change of Ownership

Establishment Type (check one): Tobacco Store Gas/Service Station Bar/Tavern Restaurant/Food Service
 Market/Grocery Vape Shop Other Type: _____

Business Information (License and future correspondences will be mailed to the business mailing address listed below)

Business Name:		DBA Name (if applicable):	
Business Type: <input type="checkbox"/> Individual Sole Proprietor <input type="checkbox"/> Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> LLC <input type="checkbox"/> Other (Attach additional documents, if necessary)			
Business Address:			
Business Mailing Address:			
Business Phone#:		Alternate Phone# (if applicable):	
Business Email:		Hours of Operation:	

Existing License/Permit Information – Please provide copies of all licenses and permits listed below

CA Cigarette & Tobacco Products Retailer License #:	California Seller's Permit #:
Alameda County Env. Health Permit # (if applicable):	Conditional Use Permit # (if applicable):

Owner(s)/Operator(s) Information (Attach additional sheets for owners if necessary)

#1 Owner/Operator Name:		Phone #:	Email:
Home Address:			
Date of Birth:	DL / ID #:	Expiration:	
#2 Owner/Operator Name:		Phone #:	Email:
Home Address:			
Date of Birth:	DL / ID #:	Expiration:	

Within five years from the date of this application, has the applicant, business, business owner(s) or any of other employees of the business, been found to have violated any federal, state, county or local laws or regulations applicable to tobacco products, drug paraphernalia or tobacco retailing? No Yes (If yes, attach an explanation)

Pursuant to Alameda County Ordinance 3.58, a Retail License from the County of Alameda is required for the sale and distribution of tobacco products and tobacco paraphernalia. Licensees are required to comply with all Federal, State, and County Laws in operation of their business. By signing the application, each Owner acknowledges that they have been informed of the Tobacco Retail License performance standards, associated fees, and regulations. Any location issued a Tobacco Retail License is not allowed to sell tobacco products to any person under the age of 21 years old. Selling tobacco without a license is a serious offense and could result in the substantial denial of future Tobacco Retail Licenses. Licenses are issued to fixed addresses only and each address requires a separate license. Your signature(s) below represents your agreement to comply with the Tobacco Retailer Licensing application requirements per the ordinance.

I hereby apply for a Tobacco Retail License with the appropriate fees attached to operate at the above listed address in the County of Alameda. I also hereby declare under penalty of perjury the information on this application and items submitted are true and correct.

#1 Owner (Printed) _____	#1 Owner (Signature) _____	Date _____
#2 Owner (Printed) _____	#2 Owner (Signature) _____	Date _____

FOR OFFICE USE ONLY					
Date Received:	Received By:	Existing Licenses/Permits Submitted: <input type="checkbox"/> CATPRL <input type="checkbox"/> CASP <input type="checkbox"/> ACEHP (If applicable) <input type="checkbox"/> CUP (If applicable)			
APN:	Zoning:	General Plan:	Misc:		
TRL #:	Amount Due: \$578.00 (For 2020 Only)	Amount Paid:	Method: <input type="checkbox"/> Check <input type="checkbox"/> Credit Card <input type="checkbox"/> MO/Cashier's Chk <input type="checkbox"/> Cash		



ALAMEDA COUNTY COMMUNITY DEVELOPMENT AGENCY

PLANNING DEPARTMENT
CODE ENFORCEMENT DIVISION

APPLICATION INSTRUCTIONS

Chris Bazar
Agency Director

Albert Lopez
Planning Director

224 West Winton Ave
Room 111

Hayward, California
94544-1215

phone
510.670-5400
fax
510.785-8793

www.acgov.org/cda

1. Complete the TRL application form (see attached document).
2. Obtain copies of your *California Cigarette & Tobacco Products Retailer License* & *California Seller's Permit*, and *Alameda County Health Permit (if applicable)*.

For your Tobacco Retailer License to be issued by September 6, 2020, you must submit your application along with any supporting documents and payment of \$578.00 (discounted for year 2020 only) by August 7, 2020.

If submitting by regular mail (Check or Credit Card Only):

Checks should be made payable to "Alameda County Treasurer" and write "TRL Fee" in the memo field. If you are paying by credit card, make sure to complete the Credit Card Payment Authorization Form. The completed application, along with supporting documents and payment **must be postmarked by August 7, 2020** and mailed to:

County of Alameda, Planning Department
Attn: TRL Processing
224 W. Winton Ave., Rm. 111
Hayward, CA 94544

If submitting in-person (Cash, check and credit card payments accepted):

Bring your completed application, supporting documents and payment to the Alameda County Planning Department **no later than August 7, 2020** to:

County of Alameda, Planning Department
224 W. Winton Ave., Rm. 111
Hayward, CA 94544
Hours: 8:30AM-4:00PM; Monday-Friday
(Excluding holidays)

If your application is approved, a confirmation letter along with your certificate will be mailed to the address provided in your application.

Failure to obtain a valid Tobacco Retailer License by September 6, 2020 will be considered a violation of the ordinance and will be subject to enforcement actions, including but not limited to, fines and fees, license suspension and/or revocation pursuant to Alameda County Ordinance Title 3, Section 3.58. Please be aware that incomplete or inaccurate applications will not be processed.

Visit our website at acgov.org/cda/trl.htm for more information.

Your cooperation is appreciated.

Edward Labayog
Senior Code Enforcement Investigator
Code Enforcement Division

Tobacco Retailer License FAQs

1. What is a Tobacco Retailer License (TRL)?

A TRL is a local license issued pursuant to Alameda County Ordinance Title 3, Section 3.58 that authorizes and regulates the sale of Tobacco Products* and Tobacco Paraphernalia* in the unincorporated areas of Alameda County.

** As defined in ordinance*

2. When does enforcement of Alameda County's TRL ordinance begin?

Alameda County's TRL ordinance will be enforced beginning September 6, 2020. This is also the enforcement date for Alameda County's new ordinance which prohibits the sale of all electronic smoking devices in unincorporated areas of Alameda County.

3. How do I obtain a Tobacco Retailer License?

Tobacco retailers must submit a TRL application with supporting documents and payment to Alameda County by August 7, 2020 in order to be in timely compliance with the new law.

4. How much will a TRL cost?

The annual license fee for a TRL will cost \$940. However, because of the delays in the program this year (2020), the cost will be discounted to \$578 (this year only).

5. What will the TRL fee be used for?

The fee will be used to recover the cost of administration, documentation, license issuances, compliance inspections and enforcement of the TRL program pursuant to Alameda County Ordinance Title 3, Section 3.58.

6. How long is the TRL valid for?

A TRL is valid for one (1) calendar year between January 1 - December 31 and must be renewed no less than thirty (30) days before the date of expiration. A TRL is invalid if the License fee has not been timely paid in full or if the License term has expired.

7. Is my TRL transferrable?

No. A TRL may not be transferred from one person to another or from one location to another. A new License is required if a Tobacco Retailing location has changed proprietor, or a Person issued a License changes a business location for Tobacco Retailing.

8. If I own more than one (1) business in the unincorporated areas of Alameda County and want to sell tobacco products, do I need separate TRLs for each location?

Yes. A separate TRL is required for each location where tobacco and related products are sold.

9. What happens if I am engaged in Tobacco Retailing without a valid TRL?

Failure to obtain a TRL may result in penalties, fines and fees in accordance with Alameda County Ordinance Title 3, Section 3.58.

10. Will the County be offering TRL education workshops for retailers?

Original workshop dates in late April 2020 were postponed until further notice. We plan to conduct the workshops prior to September 6, 2020. We will be providing additional information about the new workshop dates soon.

11. Where can I obtain a copy of the ordinances, and get more information or additional copies of forms and instructions?


If you need additional information or forms, you can come to the Alameda County Planning Department offices located at 224 W. Winton Ave., Suite 111, Hayward, CA 94544. Contact us via telephone at (510)670-5400. You can also visit our website at acgov.org/cda/trl.htm.

For more information visit our website
acgov.org/cda/trl.htm

The screenshot shows a web browser window with the URL acgov.org/cda/trl.htm. The browser's address bar and tabs are visible at the top. The website header features the Alameda County Community Development Agency logo and the name of the Agency Director, Chris Bazar. A search bar with the text "ENHANCED BY Google" is located on the right side of the header. Below the header, there is a navigation menu with "Departments" and "About Us" options. The main content area is titled "Planning" and includes a sidebar with a list of navigation links: Home, Location / Directions, Contact Us, CODE ENFORCEMENT, PENDING LAND USE PROJECTS, GENERAL PLAN, SPECIFIC PLANS & ORDINANCES, BOARD AND COMMISSION, MEETINGS, ZONING ORDINANCE, LAND USE FORMS and GUIDES, MAPS, CLIMATE CHANGE AND SUSTAINABILITY, ALTAMONT OPEN SPACE, COMMUNITY CHOICE AGGREGATION, QUICK LINKS, and ARCHIVE. The main content area displays the "Tobacco Retailer License (TRL) Ordinance in Unincorporated Alameda County" page, which includes an "Ordinance Background" section and a "Tobacco Retailer License Application" section. The "Ordinance Background" section states that on January 14, 2020, the Alameda County Board of Supervisors passed a new law requiring all tobacco retailers in unincorporated areas to obtain a valid TRL by September 6, 2020. The "Tobacco Retailer License Application" section states that all applications must be postmarked or received in person by August 7, 2020. A list of links for application forms and instructions is provided at the bottom of the page.

acgov.org/cda/trl.htm

ACU Community Lo... Mainstar (new link) Alameda County C... ALCOWEB CDAweb mc Code of Ordinances General/Specific Pla... Translate Translate (E to S) VIN Decoding | CA...

 **Community Development Agency**
Chris Bazar, Agency Director

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Tobacco Retailer License (TRL) Ordinance in Unincorporated Alameda County

Ordinance Background

On January 14, 2020, the Alameda County Board of Supervisors passed a new law that requires all tobacco retailers in Unincorporated areas of Alameda County to obtain and maintain a valid Tobacco Retailer License (TRL) by September 6, 2020 in order to sell tobacco. Retailers must fully comply with all ordinance provisions by this time. The ordinance established various regulations related to the retail sale of tobacco products, including new requirements related to package sizes, pricing, and restrictions on the sale of flavored products.

Tobacco Retailer License Application

All Tobacco Retailer License applications, along with supporting documents and payment, must be postmarked or received in person by **August 7, 2020** to allow sufficient time to process applications and issue eligible licenses and certificates by September 6, 2020.

- [Tobacco Retailer License Application Form](#) (PDF)*
- [Tobacco Retailer License Application Instructions](#) (PDF)*
- [Tobacco Retailer License Cover Letter](#) (PDF)*
- [Tobacco Retailer License FAQs](#) (PDF)*
- [Credit card authorization form \(if applicable\)](#) (PDF)*

ENFORCEMENT



ALAMEDA COUNTY
Community Development Agency

Violation Verification

- Complaints received will generate an investigation and/or site inspection to confirm the violation.
- Mandatory Monitoring and Compliance Inspections, up to twice per year as required per the ordinance.
- Unlawful sales to minors will be handled by the Alameda County Sheriff's Office.
- Notices of Violation will be sent to the operator and the property owner.

ENFORCEMENT



ALAMEDA COUNTY
Community Development Agency

Penalties: Suspensions or Revocation

During Any 5-Year Period

1st violation – 30-day license suspension + \$250 fine

2nd violation – 90-day license suspension + \$500 fine

3rd violation – 1-year license suspension + \$1,000 fine

4th violation – license revocation

Retailers alleged to have violated the ordinance may request a hearing before the Board of Zoning Adjustments.

Violations stay on a retailer's record for 5 years.



CONTACT INFO

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Senior Code Enforcement Investigator

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