



**TOBACCO RETAIL LICENSE APPLICATION FOR  
TOBACCO RETAILERS - RENEWAL**

10890 San Pablo Ave  
El Cerrito, CA 94530  
(510) 215-4302 | citymanager@ci.el-cerrito.ca.us

To renew online (submit application/payment), visit:  
<http://www.el-cerrito.org/925/Tobacco-Retailers-License>

<b>Application No:</b>
<b>Date Received:</b>

**2023 RENEWAL - \$503.36**

*add \$50.34 after July 31, 2023  
add \$151.00 after August 31, 2023  
add \$251.68 after September 30, 2023  
add \$352.35 after October 31, 2023  
add \$453.02 after November 30, 2023  
add \$503.36 after December 31, 2023*

**If submitting by mail, please send  
paper application and check to:**

City of El Cerrito, Tobacco Retailers License  
C/O Alexandra Orologas  
10890 San Pablo Avenue  
El Cerrito, CA 94530

**Applicant's Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Applicant's Address:** \_\_\_\_\_

**Business Name:** \_\_\_\_\_

**Location of Business (physical address):** \_\_\_\_\_

**Telephone Number:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**State Tobacco Retailer License Number:** \_\_\_\_\_ **Date Issued:** \_\_\_\_\_  
*(Issued by the California Board of Equalization - must be current)*

**Please read the attached summary of ECMC Chapter 6.100 before answering the following questions.**

- ❶ Does your business sell tobacco, tobacco products, electronic smoking devices, and/or smoking paraphernalia (including retail or wholesale sales)?  No  Yes
- ❷ Does your business operate within 500' feet of a sensitive site or within 1,000' feet of another licensed tobacco retail establishment?  No  Yes
- ❸ Does your business operate as a "significant tobacco retail establishment"?  No  Yes
- ❹ In the past 5 years, have you been found in violation of any local, state, and/or federal laws or regulations regarding sales, advertising or display of tobacco products, electronic smoking devices, imitation tobacco products and/or smoking paraphernalia?  No  Yes If yes, explain on an attached sheet of paper.

**I have read and understood Chapter 6.100 of the El Cerrito Municipal Code, "Tobacco Retailer License Program" and believe, to the best of my knowledge, that my business will not violate any portion of that Chapter. Further, I certify that my answers to the foregoing questions are accurate and correct.**

**Applicant's Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**FOR OFFICE USE:** The proposed Tobacco Retailer License is approved with the conditions/exceptions listed below:

**Zoning Administrator:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**SUMMARY FOR EXISTING TOBACCO RETAILERS**  
**El Cerrito Municipal Code Chapter 6.100 (effective January 1, 2016)**

Tobacco Retail Establishments shall be located and operated in compliance with the following standards:

**Tobacco Retailer License Required.** Annual licenses will expire on June 30 of each year. Licenses are required for each location and are non-transferrable. This license shall be prominently displayed in a publicly visible location at the licensed location.

**Lawful Business Operation.** The business shall not violate any local, state, and/or federal laws regarding sales, advertising or display of tobacco products, electronic smoking devices, imitation tobacco products and/or smoking paraphernalia, nor other drug paraphernalia laws.

**Positive Identification Required.** Employees shall check ID to verify the age of customers who appears to be under the age of 27 when purchasing tobacco products or smoking paraphernalia to ensure the customer meets State age requirements.

**Tobacco Product or Electronic Smoking Device use on the premises is prohibited.**

**Mobile Vending is prohibited.**

**Distribution of samples or coupons for cigarettes, other tobacco products and/or smoking paraphernalia is prohibited** unless retailer operates an adult-only store.

**False and Misleading Advertising Prohibited,** including display of tobacco products and smoking paraphernalia in the store if this licensee has been suspended or revoked

**Significant Tobacco Retail Establishments Prohibited.**

- Area Limit: The amount of display area in the store devoted to tobacco products and/or smoking paraphernalia cannot exceed 20%.
- Gross Receipts Limit: The business's annual gross receipts from tobacco products and smoking paraphernalia cannot exceed 50%.

**Location Requirements**

- The program prohibits new or relocated stores to be located within 500' feet of public and private schools, the public library, parks (excluding the Ohlone Greenway), the Community Center and Senior Center, etc. as measured by a straight line from the property line of the property containing the tobacco retail business to the property line of the other property.
- It also prohibits new or relocated stores to be within 1,000' feet of another tobacco retail establishment already licensed, as measured from the outside wall of the tenant space of each establishment.
- Existing tobacco retailers may remain in their current location and if the business is sold prior to 1/1/2026, the location exception may continue to apply to the new owner. Any significant tobacco retail establishment exception would not apply to the new owner.