



## AGENDA REPORT

**Meeting Date:** June 4, 2019  
**Item Number:** D-3  
**To:** Honorable Mayor & City Council  
**From:** Laurence S. Wiener, City Attorney  
**Subject:** AN ORDINANCE OF THE CITY OF BEVERLY HILLS AMENDING ARTICLE 21 OF CHAPTER 2 OF TITLE 4 OF THE BEVERLY HILLS MUNICIPAL CODE TO PROHIBIT THE RETAIL SALE OF TOBACCO PRODUCTS AND ELECTRONIC CIGARETTE PARAPHERNALIA, AND MAKING A FINDING OF EXEMPTION UNDER THE CALIFORNIA ENVIRONMENTAL QUALITY ACT

**Attachments:** 1. Ordinance  
2. Correspondence Received After May 21, 2019

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### RECOMMENDATION

It is recommended that the City Council waive the full reading and adopt the ordinance entitled "AN ORDINANCE OF THE CITY OF BEVERLY HILLS AMENDING ARTICLE 21 OF CHAPTER 2 OF TITLE 4 OF THE BEVERLY HILLS MUNICIPAL CODE TO PROHIBIT THE RETAIL SALE OF TOBACCO PRODUCTS AND ELECTRONIC CIGARETTE PARAPHERNALIA, AND MAKING A FINDING OF EXEMPTION UNDER THE CALIFORNIA ENVIRONMENTAL QUALITY ACT."

### INTRODUCTION

At its meeting of May 21, 2019, the City Council conducted a first reading of this ordinance and introduced it.

### DISCUSSION

This ordinance prohibits the sale of all tobacco products in Beverly Hills, subject to certain provisions described in the ordinance. In summary, the key provisions of the Ordinance include:

- A permanent exemption/carve out for existing cigar lounges;
- Effective January 1, 2021, hotels, existing and future, may only sell to guests;
- Effective January 1, 2021, all other businesses shall stop selling tobacco products;
- A hardship exemption provision for retailers that demonstrate the ban would cause undue hardship; and
- City Council review of the impacts on tourism in three years.

**FISCAL IMPACT**

Revenue from issuing the Tobacco and Electronic Cigarette Retailer permits would be eliminated. The 2018/19 fee for these permits is \$236, paid on an annual basis by each retailer. This is a cost recovery fee, so Staff time involved in administration and enforcement of the permits could be reallocated to other activities. Community stakeholders have stated that a tobacco sales ban would negatively affect tourism and commerce in Beverly Hills. To Staff's knowledge, there is no reliable data available to accurately measure the extent to which tourism in Beverly Hills could be affected.

**Business Impact Mitigation**

Several tobacco retailers, including gas stations, convenience stores, cigar lounges and have participated in public meetings and provided various figures as to the extent to which a ban on tobacco sales could impact their business or affect their revenues.

The Health and Safety Commission has discussed various options to assist these small businesses in mitigating impact of revenue lost from tobacco sales. On April 29, a representative from the Small Business Development Center ("SBDC") at El Camino College provided a presentation of the services that are offered to local businesses. SBDC offers one-on-one advising with small business experts to help them avoid many of the common problems faced by entrepreneurs. Other services include assistance with locating and applying for small business loans, including financing, and educational workshops and events.

The representative also provided information about the SCORE program. SCORE is the nation's largest volunteer, expert business mentoring program. A resource partner for the Small Business Administration (SBA), their business mentorship program gives entrepreneurs a unique opportunity to receive personal counseling by someone with over 20 years of experience in their desired industry. Mentors retain accessibility with clients via email and by scheduling in person appointments to meet with and mentor existing and future business owners. They also have available a large variety of hosted webinars, interactive online training modules, and workshop.

The City, through its partnership with the Chamber of Commerce, already pays a membership fee so that one-on-one advising services may be provided locally in Beverly Hills. Consultants may meet business owners, as many times as necessary, at their place of business or other available locations such as the Chamber of Commerce. Provided that a retailer is showing progress in meeting goals defined by SBDC and the retailer, there is no limit to the number of consultations a business may receive. Staff will connect business owners with these resources.

Laurence S. Wiener, City Attorney

Approved By



**ATTACHMENT 1**

**ORDINANCE NO. 19-O-\_\_\_\_\_**

**AN ORDINANCE OF THE CITY OF BEVERLY HILLS  
AMENDING ARTICLE 21 OF CHAPTER 2 OF TITLE 4 OF  
THE BEVERLY HILLS MUNICIPAL CODE TO PROHIBIT  
THE RETAIL SALE OF TOBACCO PRODUCTS AND  
ELECTRONIC CIGARETTE PARAPHERNALIA, AND  
MAKING A FINDING OF EXEMPTION UNDER THE  
CALIFORNIA ENVIRONMENTAL QUALITY ACT**

WHEREAS, tobacco use causes death and disease and continues to be an urgent public health threat, as evidenced by the fact that 480,000 people die prematurely in the United States from smoking-related diseases every year, making tobacco use the leading cause of preventable death. Tobacco use can cause disease in nearly all organ systems and is responsible for 87 percent of lung cancer deaths, 79 percent of all chronic obstructive pulmonary disease deaths, and 32 percent of coronary heart disease deaths. The World Health Organization estimates that tobacco accounts for the greatest cause of death worldwide accounting for nearly 6 million deaths per year.

WHEREAS, according to the Centers for Disease Control and Prevention, cigarette smoking remains the leading cause of preventable death and disability in the United States, despite a significant decline in the number of people who smoke. Over 16 million Americans have at least one disease caused by smoking.

WHEREAS, according to the Centers for Disease Control and Prevention, secondhand smoke causes stroke, lung cancer, and coronary heart disease in adults; in addition, it increases risks for sudden infant death syndrome, middle-ear disease, respiratory symptoms, and slows lung growth in children.

WHEREAS, tobacco use leads to more than \$300 billion in health care and lost worker productivity costs each year.

WHEREAS, the City Council of Beverly Hills recognizes that the use of tobacco products has devastating health and economic consequences.

WHEREAS, the City Council of Beverly Hills recognizes that young people are particularly susceptible to the addictive properties of tobacco products, and are particularly likely to become lifelong users.

WHEREAS, an estimated 5.6 million youth aged 0 to 17 are projected to die prematurely from a tobacco-related illness if prevalence rates do not change.

WHEREAS, national data show that about 95 percent of adult smokers begin smoking before they turn 21. The ages of 18 to 21 are a critical period when many smokers move from experimental smoking to regular, daily use.

WHEREAS, in an undercover operation conducted in 2018, close to half of the tobacco retailers that are operating in Beverly Hills sold tobacco products to persons under the age of 21 in violation of both State law and Beverly Hills Municipal Code section 4-2-2109.

WHEREAS, despite the City's ban on smoking tobacco products in certain designated areas of the City, in February 2019, the City's Ambassador Program reported 397 incidents of individuals smoking in prohibited areas in violation of local law. The City Council anticipates that reducing access to tobacco products in the City will lead to less people smoking these products and increased compliance with the City's smoking regulations.

WHEREAS, it is the intent of the City Council of the City of Beverly Hills to provide for the public's health, safety, and welfare in part by protecting youth from commencing the inherently dangerous activity of smoking, and protecting the public health and safety of the general public, while balancing business interests of existing City businesses.

WHEREAS, cigar lounges do not permit persons under the age of 21 to enter the premises and only those persons that want to be exposed to second hand smoke patronize these locations. If cigar lounges were not permitted to sell tobacco products, these businesses would be forced to go out of business.

WHEREAS, the Beverly Hills Conference & Visitors Bureau, Rodeo Drive Committee and the Beverly Hills Chamber of Commerce has informed staff that in the summer of 2018, approximately 80% of the City's guests were from cities outside of the United States, and from countries where smoking is still popular. The City Council therefore needs to balance the public health and safety concerns that warrant banning the sale of tobacco products against the reality that such a ban in hotels could deter prominent dignitaries and other international tourists from staying at the City's hotels, and could greatly impact the tourist industry in the City. The City Council finds that the public health will be protected by ensuring that, after a limited period of time, tobacco products will not be made available to the general public and will not be displayed in a manner that is easily accessible to hotel guests.

THE CITY COUNCIL OF THE CITY OF BEVERLY HILLS DOES HEREBY ORDAIN AS FOLLOWS:

Section 1. Code Amendment. Section 4-2-2101 (PURPOSE) of Article 21 (TOBACCO AND ELECTRONIC CIGARETTE RETAILER PERMITTING REGULATIONS) of Chapter 2 (REGULATORY BUSINESS PERMITS) of Title 4 (REGULATION OF CERTAIN TYPES OF BUSINESSES AND ACTIVITIES) of the Beverly Hills Municipal Code is hereby amended to read as follows:

“The City Council recognizes the inherent danger of tobacco products and that the use of tobacco products has devastating health and economic consequences. The City Council further recognizes that tobacco use is the leading cause of preventable illness and death in the United States, and that tobacco product use is started and established primarily during adolescence.

Allowing tobacco products to be sold in the City increases access to these harmful and dangerous products and does not promote the City's image as a healthy city. To that end, no tobacco products shall be sold in the City except as specifically enumerated below.

For those limited number of tobacco and electronic cigarette retailers that will be permitted to operate in the City, the City Council seeks to encourage responsible tobacco and electronic cigarette retailing and to discourage violations of tobacco and electronic cigarette related laws, especially those that discourage the sale or distribution of electronic cigarettes, tobacco and nicotine products to minors.”

Section 2. Section 4-2-2102 (DEFINITIONS) of Article 21 (TOBACCO AND ELECTRONIC CIGARETTE RETAILER PERMITTING REGULATIONS) of Chapter 2 (REGULATORY BUSINESS PERMITS) of Title 4 (REGULATION OF CERTAIN TYPES OF BUSINESSES AND ACTIVITIES) of the Beverly Hills Municipal Code is hereby amended to read as follows, with all other provisions of Section 4-2-2102 remaining unchanged:

“CIGAR LOUNGE: a retail or wholesale tobacco shop that (1) contains an enclosed area in or attached to the retail or wholesale tobacco shop that is dedicated to the use of cigars and pipes, (2) does not sell cigarettes, e-cigarettes, vaping products or flavored tobacco products, and (3) only permits patrons who are 21 years of age or older to enter the premises.”

“TOBACCO AND ELECTRONIC CIGARETTE RETAILER (sometimes referred to as RETAILER): Any person or business that operates a store, stand, booth, concession or other place at which the person or business sells, offers for sale, or exchanges or offers to exchange for any form of consideration, tobacco, tobacco products, or tobacco and electronic cigarette paraphernalia.”

“TOBACCO PRODUCT: Includes: a) any product containing, made, or derived from tobacco or nicotine that is intended for human consumption, including, but not limited to, cigarettes, cigars, cigarillo, pipe tobacco, snuff, chewing tobacco, and smokeless tobacco; and b) any electronic cigarette. “Tobacco product” does not include a drug, device, or combination product authorized for sale by the United States Food and Drug Administration as a tobacco use cessation product.”

Section 3. Code Amendment. Section 4-2-2103 (TOBACCO AND ELECTRONIC CIGARETTE RETAILER PERMIT REQUIRED) of Article 21 (TOBACCO AND ELECTRONIC CIGARETTE RETAILER PERMITTING REGULATIONS) of Chapter 2 (REGULATORY BUSINESS PERMITS) of Title 4 (REGULATION OF CERTAIN TYPES OF BUSINESSES AND ACTIVITIES) of the Beverly Hills Municipal Code is hereby amended to read as follows:

A. It shall be unlawful for any person to sell a tobacco product or tobacco and electronic cigarette paraphernalia in the City without first obtaining a tobacco and electronic cigarette retailer permit.

B. It shall be unlawful for any person to act as a tobacco and electronic cigarette retailer without first obtaining and maintaining a valid tobacco and electronic cigarette retailer permit pursuant to this article for each location at which that activity is to occur.

C. Notwithstanding the provisions of chapter 1, article 1 of this title (“general provisions”), the issuance, suspension, and revocation of a tobacco and electronic cigarette retailer permit, and all related procedures, shall be governed solely by this article.

D. Failure to obtain a tobacco and electronic cigarette retailer permit prior to commencing the sale of tobacco products, or tobacco or electronic cigarette paraphernalia, shall constitute a separate violation of this section for each day such business is carried on without a permit.

E. Beginning May 21, 2019, the City shall not issue any new tobacco and electronic cigarette retailer permits except as set forth in Section 4-2-2115 and 4-2-2116.”

Section 4. Code Amendment. Section 4-2-2104 (APPLICATION PROCESS) of Article 21 (TOBACCO AND ELECTRONIC CIGARETTE RETAILER PERMITTING REGULATIONS) of Chapter 2 (REGULATORY BUSINESS PERMITS) of Title 4 (REGULATION OF CERTAIN TYPES OF BUSINESSES AND ACTIVITIES) of the Beverly Hills Municipal Code is hereby amended to add a new subsection “D” to read as follows, with all other provisions of Section 4-2-2104 remaining unchanged:

“D. Beginning May 21, 2019, the City shall not accept or process an application for a tobacco and electronic cigarette retailer permit, except in compliance with Sections 4-2-2115 or 4-2-2116.”

Section 5. Code Amendment. Section 4-2-2106 (ISSUANCE AND RENEWAL OF PERMIT) of Article 21 (TOBACCO AND ELECTRONIC CIGARETTE RETAILER PERMITTING REGULATIONS) of Chapter 2 (REGULATORY BUSINESS PERMITS) of Title 4 (REGULATION OF CERTAIN TYPES OF BUSINESSES AND ACTIVITIES) of the Beverly Hills Municipal Code is hereby amended to read as follows:

“A. Upon receipt of both the application for a tobacco and electronic cigarette retailer permit and the permit fee, the Director of Finance or his or her designee, shall issue a tobacco and electronic cigarette retailer permit to the extent allowed pursuant to Sections 4-2-2115 or 4-2-2116 unless:

1. The application is incomplete or the information presented in the application is inaccurate or false;
2. The application seeks authorization for tobacco and electronic cigarette retailing by a proprietor who has a suspended or revoked tobacco and electronic cigarette retailer permit;
3. The application seeks authorization for tobacco and electronic cigarette retailing that is prohibited pursuant to this article, or that is unlawful pursuant to any other local, State or Federal law;
4. The proprietor has not obtained a valid State tobacco and/or electronic cigarette retailer permit, as applicable, from the California Board of Equalization: If such permits are not issued by the California Board of Equalization for electronic cigarette retailers, then failure to obtain a permit from the California Board of Equalization shall not be grounds for denial of an application to sell electronic cigarettes pursuant to a tobacco and electronic cigarette permit from the City;

5. The City has information that the applicant or his or her agents or employee(s) has violated any local, State or Federal tobacco or electronic cigarette control law at the location for which the permit or renewal of the permit is sought within the preceding thirty (30) day period.

B. A tobacco and electronic cigarette retailer permit shall be valid for one year and must be renewed not later than thirty (30) days prior to the expiration of the permit, but no earlier than sixty (60) days prior to the expiration of the permit. Unless revoked on an earlier date, all permits shall expire one year after the date of issuance, or December 31, 2020, whichever is earliest.

C. A tobacco and electronic cigarette retailer permit that is not timely renewed shall expire at the end of its term. To reinstate a permit that has expired, or to renew a permit not timely renewed, the proprietor must:

1. Submit the permit fee plus a reinstatement fee and the application renewal form; and
2. Submit a signed affidavit affirming that the proprietor has not sold and will not sell any tobacco product or tobacco and electronic cigarette paraphernalia after the permit expiration date and before the permit is renewed.

D. Where the permit is not approved or renewed, the Director of Finance shall notify the applicant of the specific grounds for the denial in writing. The notice of denial shall be served personally or by mail not later than five (5) calendar days after the date of the denial. If by mail, the notice shall be placed in a sealed envelope, with postage paid, addressed to the applicant at the address as it appears on the application. The giving of notice shall be deemed complete at the time of deposit of the notice in the United States mail without extension of time for any reason. In lieu of mailing, the notice may be served personally by delivering to the person to be served and service shall be deemed complete at the time of such delivery. Personal service to a corporation may be made by delivery of the notice to any person designated pursuant to the Code of Civil Procedure to be served for the corporation with summons and complaint in a civil action.”

Section 6. Section 4-2-2107 (PERMITS NONTRANSFERABLE) of Article 21 (TOBACCO AND ELECTRONIC CIGARETTE RETAILER PERMITTING REGULATIONS) of Chapter 2 (REGULATORY BUSINESS PERMITS) of Title 4 (REGULATION OF CERTAIN TYPES OF BUSINESSES AND ACTIVITIES) of the Beverly Hills Municipal Code is hereby amended to read as follows:

“A. A tobacco and electronic cigarette retailer permit is nontransferable and is valid only for the person(s) and location specified in the permit application. If a permittee changes business location, that permittee must obtain a new permit prior to acting as a tobacco and electronic cigarette retailer at the new location. If a business permitted to conduct tobacco and electronic cigarette retailing is sold, the new owner must obtain a permit for that location before acting as a tobacco and electronic cigarette retailer.

B. Notwithstanding subsection A above, a person may apply for a hardship exemption allowing for the transfer of a permit. Applications shall be submitted to the Finance Department on the form supplied by the City and shall contain, at minimum, the following information:

1. Name of applicant;
2. Relationship of applicant to the permittee (if applicable);
3. Explanation of why the transfer request is being requested;
4. Explanation of why the applicant will suffer undue hardship if the transfer request is denied;
5. Any supporting document;
6. Any additional information requested by the Director of Finance.

The Director of Finance shall approve the transfer request if the applicant can demonstrate the applicability of the non-transferability clause would constitute an undue hardship on the applicant. Examples of undue hardship include, but are not limited to, death of a family member whose name was originally listed on the permit application. The Director of Finance shall act upon the application within thirty days of receipt of the transfer request and shall provide notice to the applicant of the decision. If the request is denied, the Director of Finance shall notify the applicant of the specific grounds for the denial in writing. The Director of Finance's decision on the transfer request shall be final. The notice of denial shall be served personally or by mail not later than five (5) calendar days after the date of the denial. If by mail, the notice shall be placed in a sealed envelope, with postage paid, addressed to the applicant at the address as it appears on the application. The giving of notice shall be deemed complete at the time of deposit of the notice in the United States mail without extension of time for any reason. In lieu of mailing, the notice may be served personally by delivering to the person to be served and service shall be deemed complete at the time of such delivery. Personal service to a corporation may be made by delivery of the notice to any person designated pursuant to the Code of Civil Procedure to be served for the corporation with summons and complaint in a civil action."

Section 7. Section 4-2-2112 (DENIAL, SUSPENSION AND REVOCATION; APPEALS) of Article 21 (TOBACCO AND ELECTRONIC CIGARETTE RETAILER PERMITTING REGULATIONS) of Chapter 2 (REGULATORY BUSINESS PERMITS) of Title 4 (REGULATION OF CERTAIN TYPES OF BUSINESSES AND ACTIVITIES) of the Beverly Hills Municipal Code is hereby amended to add a new subsection G, with all other provisions of Section 4-2-2112 remaining unchanged.

"G. After December 31, 2020 this Section shall only apply to cigar lounges and hotels."

Section 8. Section 4-2-2113 (HEARINGS, GENERALLY) of Article 21 (TOBACCO AND ELECTRONIC CIGARETTE RETAILER PERMITTING REGULATIONS) of Chapter 2 (REGULATORY BUSINESS PERMITS) of Title 4 (REGULATION OF CERTAIN TYPES OF BUSINESSES AND ACTIVITIES) of the Beverly Hills Municipal Code is hereby renamed as "HEARINGS REGARDING DENIAL, SUSPENSION OR REVOCATION OF PERMIT."

Section 9. Section 4-2-2115 (ENFORCEMENT) of Article 21 (TOBACCO AND ELECTRONIC CIGARETTE RETAILER PERMITTING REGULATIONS) of Chapter 2 (REGULATORY BUSINESS PERMITS) of Title 4 (REGULATION OF CERTAIN TYPES OF BUSINESSES AND ACTIVITIES) of the Beverly Hills Municipal Code is hereby renumbered as Section 4-2-2117.

Section 10. Code Amendment. A new Section 4-2-2115 (EXCEPTIONS AND LIMITATIONS) is hereby added to Article 21 (TOBACCO AND ELECTRONIC CIGARETTE RETAILER PERMITTING REGULATIONS) of Chapter 2 (REGULATORY BUSINESS PERMITS) of Title 4 (REGULATION OF CERTAIN TYPES OF BUSINESSES AND ACTIVITIES) of the Beverly Hills Municipal Code to read as follows:

A. Notwithstanding any section to the contrary, a cigar lounge that is operating in compliance with State law and that holds a valid tobacco and electronic cigarette retailer permit on March 25, 2019 may apply annually to renew an existing tobacco and electronic cigarette retailer permit, and said application shall be approved if all criteria set forth in Section 4-2-2106 is satisfied.

B. Notwithstanding any section to the contrary, hotels may apply annually to renew or obtain a tobacco and electronic cigarette retailer permit, and may sell tobacco and electronic cigarette paraphernalia so long as the following requirements are met:

1. Tobacco products and tobacco and electronic cigarette paraphernalia shall only be sold to hotel guests who can present proof of current hotel occupancy;

2. Any sale of tobacco products and tobacco and electronic cigarette paraphernalia shall be conducted through a hotel "service," such as through concierge services, guest services, room service, and not through a retail location that is open to the public; and

3. The tobacco products and tobacco and electronic cigarette paraphernalia shall not be publicly displayed in the hotel.

C. All other tobacco and electronic cigarette retailers that hold a valid tobacco and electronic cigarette retailer permit on May 21, 2019 shall be permitted to apply annually to obtain a renewal of that permit, and will be permitted to operate as tobacco and electronic cigarette retailers until December 31, 2020.

D. To the extent the City is preempted by State law, a person shall not be prohibited from selling tobacco and electronic cigarette paraphernalia if that paraphernalia will be used for a substance that is not a tobacco product or flavored tobacco product."

Section 11. A new Section 4-2-2116 (HARDSHIP EXEMPTION) is hereby added to Article 21 (TOBACCO AND ELECTRONIC CIGARETTE RETAILER PERMITTING REGULATIONS) of Chapter 2 (REGULATORY BUSINESS PERMITS) of Title 4 (REGULATION OF CERTAIN TYPES OF BUSINESSES AND ACTIVITIES) of the Beverly Hills Municipal Code to read as follows:

A. Any permittee, other than cigar lounges and hotels, that wishes to operate a tobacco and electronic cigarette retailer on or after January 1, 2021, may apply for one hardship exemption as provided for in this section.

B. A permittee must submit a complete application for a hardship exemption at least ninety (90) days before the permit is set to expire, but no sooner than six months before the permit is set to expire. Such application shall be made in writing on a form prescribed by the Director of Finance and shall be accompanied by the filing fee established by resolution of the City Council. The permittee shall bear the burden of proof in establishing by a preponderance of the evidence, that the application of Section 4-2-2115 to the permittee's business is unreasonable, and will cause significant hardship to the permittee by not allowing the permittee to recover his or her investment backed expectations. The permittee applying for the exemption shall furthermore be required, in order to meet its burden of proof, to submit the documents set forth in this section.

C. A complete application for a hardship exemption shall include the following:

1. The permittee's name and street address of business;
2. The address to which notice is to be mailed, at the permittee's option, a telephone number and/or email address;
3. The permittee's signature;
4. A declaration, under penalty of perjury, that all the information in the application is true and correct;
5. The term of the requested extension;
6. Documentation relevant to the information requested in subsection (D) of this Section; and
7. The required filing fee.

D. In determining whether to grant a hardship exemption to the permittee, and in determining the appropriate length of time that the permittee will be authorized to continue to operate as a retailer, the hearing officer, or City Council on appeal by the applicant, may consider, among other factors:

1. The percentage of the retail sales over the last three years that have been derived from tobacco products and tobacco and electronic cigarette paraphernalia;
2. The amount of investment in the business;
3. The present actual and depreciated value of any business improvements dedicated to the retail sale of tobacco products and tobacco and electronic cigarette paraphernalia;

4. The applicable Internal Revenue Service depreciation schedule or functional non-confidential equivalent;

5. The remaining useful life of the business improvements that are dedicated to the sale of tobacco products and tobacco and electronic cigarette paraphernalia;

6. The remaining lease term of the business, if any;

7. The ability of the tobacco and electronic cigarette retailer to sell other products;

8. The opportunity for relocation of the business and the cost of relocation; and

9. A business plan demonstrating how long the business will need to sell tobacco products and tobacco and electronic cigarette paraphernalia to recoup any investment backed expectations, and a plan for phasing out the sale of those products.

E. The hardship exemption hearing shall be conducted by an Administrative Hearing Officer appointed pursuant to Section 1-3-317 of this Code and shall be conducted pursuant to the procedures set forth in Section 4-2-2113. Written notice of the time and place of the hearing shall be given at least ten (10) calendar days prior to the date of the hearing to the permittee by the City either by causing a copy of such notice to be delivered to the permittee personally or by mailing a copy thereof, postage prepaid, addressed to the permittee at the address shown on the hardship exemption application.

F. Within forty-five (45) days after a completed application is filed, the hearing officer shall open the hearing on the hardship exemption. The hearing officer shall receive and consider evidence presented by the permittee, and shall determine whether to grant or deny the hardship exemption, and if granting the hardship exemption, the length of time that the tobacco and electronic cigarette retailer will be permitted to operate. The hearing officer shall make written findings in support of the decision. The decision of the hearing officer shall be final and conclusive, unless a timely and complete appeal is filed by the applicant with the City Clerk pursuant to subsection (G) of this Section.

G. Any decision of the hearing officer may be appealed by the applicant by filing a complete notice of appeal with the City Clerk within fifteen (15) days after notice of the decision was mailed to the applicant. To be deemed complete, the notice of appeal shall be signed by the applicant, shall state the grounds for disagreement with the decision of the hearing officer, and shall be accompanied by the filing fee established by resolution of the City Council.

H. Failure of any person to file a timely appeal in accordance with the provisions of this section shall constitute an irrevocable waiver of the right to an administrative hearing and a final adjudication of the hardship exemption.

I. A retailer may continue to sell tobacco, tobacco products, or tobacco and electronic cigarette paraphernalia while a hardship exemption application is pending before a hearing officer or on appeal to the City Council.

J. Only those matters or issues specifically raised by the appellant in the appeal notice shall be considered in the hearing of the appeal.”

Section 12. CEQA. The City Council hereby finds that the adoption of this Ordinance is not a project pursuant to CEQA Guidelines Section 15378(b)(2) which provides that a project does include general policy and procedure making. The adoption of this Ordinance is also not a project pursuant to CEQA Guidelines Section 15378(b)(5) which provides that a project does not include organizational and administrative action of government which will not result in direct or indirect physical changes in the environment.

In the alternative, the City Council finds that if the adoption of the Ordinance is a project, it is subject to exemption. It can be seen with certainty that there is no possibility the adoption of this Ordinance will have a significant adverse effect on the environment because the Ordinance prohibits the sale of tobacco products. The adoption of the this Ordinance is therefore exempt from California Environmental Quality Act review pursuant to CEQA Guidelines Section 15061(b)(3) because the Ordinance is covered by the general rule common sense exemption that CEQA applies only to projects which have the potential for causing a significant effect on the environment. The adoption of this Ordinance is also exempt from CEQA pursuant to CEQA Guidelines Section 15305 which exempts minor alterations in land use limitations. This Class 5 exemption consists of minor alterations in land use limitations in areas with an average slope of less than 20%, which do not result in any changes in land use or density. Here, tobacco products and tobacco and electronic cigarette paraphernalia shall not be permitted to be sold by certain tobacco and electronic cigarette retailers after a specified date, and the areas where these retailers operate have an average slope of less than 20%. Additionally, the adoption of the Ordinance will not change land uses because the permitted use is retail and will be after the Ordinance takes effect. Moreover, the adoption of the Ordinance will not result in any changes in density because it is not altering the uses permitted on the land. Staff is directed to file a Notice of Exemption with the Los Angeles County Clerk.

Section 13. City Council review. Staff is hereby directed that within three years of the effective date of the ordinance, a study session item shall be scheduled whereby the City Council can assess the impacts that the ordinance has had on local businesses and tourism.

Section 14. Severability. If any section, subsection, subdivision, sentence, clause, phrase, or portion of this Ordinance for any reason is held to be invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of this Ordinance. The City Council hereby declares that it would have adopted this Ordinance, and each section, subsection, subdivision, sentence, clause, phrase, or portion thereof, irrespective of the fact that any one or more sections, subsections, subdivisions, sentences, clauses, phrases, or portions thereof be declared invalid or unconstitutional.

Section 15. Publication. The City Clerk shall cause this Ordinance to be published at least once in a newspaper of general circulation, published and circulated in the city within fifteen (15) days after its passage in accordance with Section 36933 of the Government Code, shall certify to the adoption of this Ordinance and shall cause this Ordinance and the City Clerk’s certification, together with proof of publication, to be entered in the Book of Ordinances of the Council of this city.

Section 16. Effective Date. This Ordinance shall go into effect and be in full force and effect at 12:01 a.m. on the thirty-first (31st) day after its passage.

Adopted:  
Effective:

\_\_\_\_\_  
JOHN A. MIRISCH  
Mayor of the City of Beverly Hills

ATTEST:

\_\_\_\_\_  
LOURDES SY-RODRIGUEZ (SEAL)  
Assistant City Clerk

APPROVED AS TO FORM:

  
\_\_\_\_\_  
LAURENCE S. WIENER  
City Attorney

APPROVED AS TO CONTENT:

\_\_\_\_\_  
GEORGE CHAVEZ  
City Manager

**ATTACHMENT 2**

**From:** mirjam fonds [REDACTED]  
**Sent:** Tuesday, May 21, 2019 1:37 PM  
**To:** Adrienne Tarazon <atarazon@beverlyhills.org>  
**Subject:** Attn. Mayor John Mirisch.

To whom it may concern,

First: compliments for your decision to ban the sale of tobacco products in your city.

That led to a phonecall to your secretary, whom I informed of the International Campaign vs secondhand smoking in- and outside, and vs childslavery on tobacco-fields.

The first goal is the protection of non-smokers vs second hand smoke: this can only be achieved through a ban on public smoking in- and outside.  
This will save also a good number of woods/trees ...

The majority of smokersvictims is a neglected group: they are not protected by their governments vs imposed smoke.

The International Olympic Committee and about 150 other prominent organizations/individuals endorse it through their letters of recommendation.  
Your colleague of Loma Linda is the first US-mayor between them.  
You are very welcome to join him and all others.

You will find more information on our website:

[www.wieisdesigaarwanneerurookt.nl](http://www.wieisdesigaarwanneerurookt.nl) with English section.

This needs explanation: a Dutch title?  
In our language we have a proverb: to be the cigar (de sigaar): it means to be the victim.  
Unfortunately this joke can only be made in our language ....  
So: who is the victim when you smoke? is the website title.

Those who contribute to the campaign all do/did so pro bono: for society.  
The initiator, the classical composer, the webmaster, the domain-name provider.

Very truly yours,

Margarita Walter, initiator

[REDACTED]

From: SteveHC [REDACTED]  
Sent: Tuesday, May 21, 2019 4:18 PM  
To: WebCBH MAYORANDCITYCOUNCIL <MAYORANDCITYCOUNCIL@beverlyhills.org>  
Subject: Congratulations!

Congratulations to all for seeing to it that Beverly Hills is well on its way to becoming the first municipality in the country to effectively ban tobacco products!

Let's hope it's not too long before the rest of the country follows suit.

- Steven H. Casman

**From:** Kat Newell [REDACTED]  
**Sent:** Tuesday, May 21, 2019 4:25 PM  
**To:** WebCBH MAYORANDCITYCOUNCIL <MAYORANDCITYCOUNCIL@beverlyhills.org>  
**Subject:** Tobacco ban is unfair- be fair or don't pass the law

How unfair can our country become? Ban all sales of tobacco except for the ultra-rich who can become members of an elite club?

Either ban tobacco or don't.

This law discriminates. I often frequent Beverly Hills with clients and take them to dinner. If this law passes, I will be sure not to have any client dinners or functions in Beverly Hills.

I don't care if you make tobacco sales illegal or if you leave them legal, however if you make them only legal for the ultra-rich who belong to private clubs, then you are discriminating against every day people who only want to enjoy the same privileges but don't have the money or the connections to make it happen.

Sincerely,

-Kat Newell  
[REDACTED]