

**NOTICE OF EXEMPTION**

<b>TO:</b> Riverside County Clerk 2724 Gateway Drive Riverside, CA 92507 (951) 486-7000	<b>FROM:</b> City of Blythe 235 North Broadway Blythe, CA 92225 Attn: Mallory Crecelius Interim City Manager and City Clerk (760) 922-6161
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**Project Title:** Luxe America, LLC, Product Manufacturing, Storage and Distribution Project

**Project Location:** 150 South Main Street, Blythe, CA 92225; south of Hobsonway and north of Interstate 10 in the City of Blythe; Assessor's Parcel Number 848-042-015; 33°36'32.5" N Latitude., 114°35'57" W Longitude.

**Description of Nature, Purpose and Beneficiaries of Project:** Luxe America, LLC, a California-based manufacturing and distribution company specializing in personal care and fashion accessory products, has applied to the City of Blythe for a Conditional Use Permit (CUP) for development and operation of a light manufacturing and product storage and distribution facility in a vacant commercial building. The proposed activities will take place entirely indoors within the enclosed commercial property, with production of the company's primary products including Zincalm™ Foot & Body Powder, and the Slick Collar® Shirt Collar Support System. The City's General Plan and zoning land use designation for the property is General Commercial (C-G) which allows light manufacturing and product storage businesses with approval of a CUP. At present, the property is empty and the building has been unoccupied for several years. Improvements will be made as stipulated by the City's building and fire departments. Site operations would be consistent with the City's General Plan and zoning land use designation. Primary beneficiaries include the applicant and the City of Blythe.

**Name of Public Agency Approving Project:** City of Blythe  
Approved by City Council March 10, 2026

**Name of Person or Agency Carrying Out Project:** City of Blythe

**Exempt Status:**

- Ministerial (Sec. 21080(b)(1); 15268
- Declared Emergency (Sec. 21080(b)(3); 15269(a)
- Emergency Project (Sec. 21080(b)(4); 15269(b)(c)
- Categorical Exemption: State type and section number: Minor alteration and reuse of existing facilities, 2025 CEQA Guidelines, §15301
- Statutory Exemption: State code number: NA

**Reasons why project is exempt:**

The proposed project meets all criteria for exemption from CEQA as defined in the CEQA Guidelines §15301, with citation to Section 21083, Public Resources Code, and reference to Section 21084 Public Resources Code, and has no features or characteristics that would qualify as exceptions to the exemption as defined in the CEQA Guidelines §15300.2

**Lead Agency Contact Person:** Mallory Crecelius  
Interim City Manager / City Clerk  
(760) 922-6161

**Lead Agency Signature:** 

**Date:** March 12, 2026

**Date received for filing at County Clerk:** March 12, 2026