NOTICE OF AVAILABILITY AND INTENT TO ADOPT A MITIGATED NEGATIVE DECLARATION

City of Diamond Bar, 21810 Copley Drive, Diamond Bar, CA 91765 (909) 839-7030

NOTICE: Pursuant to the provisions of the California Environmental Quality Act (CEQA – Public Resources Code, Section 21100 et. Seq.), the City of Diamond Bar has determined that the project referenced hereinafter will not have a significant effect on the environment. A draft Mitigated Negative Declaration (MND) has been prepared for review and approval in connection with project approvals and conditions of approval that the City proposes to impose on the project.

PROJECT TITLE: Walnut Valley Unified School District (WVUSD) Electronic Billboard Project (Planning Case No. PL2024-40)

PROJECT LOCATION: 880 South Lemon Avenue, Diamond Bar, California, 91789 (Los Angeles County Assessor's Parcel Number 8760-015-901).

PROJECT DESCRIPTION: The applicants request approval to install and operate a dual-faced digital LED billboard on the Walnut Valley Unified School District (WVUSD) property at 880 South Lemon Avenue, Diamond Bar, immediately north of SR-60. The sign would be placed within an approximately 100-square-foot base area at the southwest corner of the 6.08-acre parcel, occupying roughly 1,500 square feet of airspace above the base. The proposed structure would be approximately 97 feet in total height, consisting of a 90-foot sign with up to 7 feet of decorative architectural features. Each sign face would measure 14 feet high by 48 feet wide and display static images that change every eight seconds. Project work includes foundation excavation, installation of the monopole and superstructure, underground electrical trenching to connect to WVUSD or SCE service, removal of two pine trees along South Lemon Avenue with replacement planting of two 24-inch box crape myrtles, and minor landscape enhancements along the SR-60 frontage. The Project site's General Plan designation is School (S) and the zoning is Light Industry (I).

Pursuant to the Diamond Bar Development Code (Title 22), the proposed project consists of the following discretionary approvals and permits:

- **Development Agreement (DA)** between the City of Diamond Bar and WVUSD governing operation and community benefits for the digital billboard.
- **Development Code Amendment (DCA)** to Title 22 to allow billboards in the I (Light Industry) zone by Conditional Use Permit and to establish standards, including maximum height and area, dual-face limits, automatic dimming to not more than 0.3 foot-candles over ambient at 250 feet, and an eight-second minimum image hold time. Sections amended include 22.10.30, 22.36.080, 22.36.120, and 22.80.020.
- **Conditional Use Permit (CUP)** to authorize the billboard on a site zoned I (Light Industry) consistent with the amended Development Code sections.
- **Development Review (DR)** for sign architecture, materials, and placement within the improved bus yard area.

The City of Diamond Bar, as the lead agency, has prepared an Initial Study and Mitigated Negative Declaration (MND) for this project, pursuant to the provisions of the California Environmental Quality Act (CEQA), Section 15070. Pursuant to CEQA Section 15072(g)(5), no known hazardous waste facilities or disposal sites exist within the Project Area.

PROPERTY OWNER: Walnut Valley Unified School District, 880 S. Lemon Avenue, Diamond Bar, CA 91789.

PROJECT APPLICANT: Evergreen Media, LLC, 9021 Sunset Boulevard, West Hollywood, CA 90069 and WVUSD, 880 S. Lemon Avenue, Diamond Bar, CA 91789.

LEAD AGENCY: City of Diamond Bar

PUBLIC REVIEW PERIOD: 30 days, beginning September 22, 2025, and ending October 21, 2025.

The public is invited to submit written comments regarding the environmental findings presented in the Mitigated Negative Declaration during the 30-day public review period. Comments must be received by 5:30 pm on October 21, 2025.

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CASE MATERIALS including a copy of the MND and all documents incorporated by reference in the MND are available for review between the hours of 7:30 a.m. and 5:30 p.m. Monday through Thursday and 7:30 a.m. to 4:30 p.m. on Friday, at the City of Diamond Bar, Community Development Department/Planning Division, 21810 Copley Drive, Diamond Bar, CA 91765. In addition, case materials are available at the following location:

- Project Website: www.diamondbarca.gov/wvusdbillboard