

## Implementation Plan: Observatory Mesa Natural Area Name Change

**Proposed New Name:** *Observatory Mesa Natural Preserve*

**Purpose:** Align the site's official name with its conservation intent, ensure consistency across City documentation and public communications, and support long-term stewardship and public understanding.

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### Overview

In response to the Open Spaces Commission recommendation, staff will initiate a formal name change process for the Observatory Mesa Natural Area. The new name, Observatory Mesa Natural Preserve, will be incorporated across all City materials, online platforms, signage, and future planning documents. This plan outlines the tasks, roles, and timelines required to implement the change.

### Implementation Phases

#### Phase 1: Internal Coordination (2025–2026)

##### Tasks

- Notify internal departments of approved name change:
  - Public Affairs/Communications
  - GIS
  - PROSE Division
  - Events Section
  - PROSE Administration
- Update internal databases and naming conventions (e.g., GIS layers).
- Update all future documents to reflect the new name, including:
  - Future management updates
  - Long-range planning documents
  - Public reports, maps, and presentations
- Confirm that third-party partners (USFS, FTI) are using the correct name.

#### Phase 2: Website & Document Updates (2026–2027)

##### Tasks

- Update all City webpages referencing “Observatory Mesa Natural Area” to the new name.
- Update downloadable PDFs, maps, FAQs, and webpages across:
  - PROSE webpages
  - Citywide pages referencing Open Space
  - Interactive maps
- Ensure consistency in:
  - Presentations
  - Public outreach materials
  - The upcoming PROSE Master Plan
- Revise Open Space Section pamphlets, brochures, and other public handouts.
- Revise Internal Plans (Open Space Management Plan, and Open Space Strategic Plan)
- Conduct site inventory to determine which signs require replacement

#### Phase 3: Signage Design, Production, and Installation (2027–2029)

##### Tasks

- Moving forward with the identified implementation steps (phases 1-4) of Greater Observatory Mesa Area Trail Plan, work with contracted designers or City graphics staff to create and install:

- New welcome/entry kiosk signs
- Trail wayfinding signs
- Interpretive panels (where applicable)

Funding: Included in CIP for planning efforts beginning FY 2028.

#### **Phase 4: Continued Signage Design, Production, and Installation (2032–2035)**

##### Tasks

- Continue Trail Plan implementation using allocated CIP funding.

Funding: Included in CIP for planning efforts (2032–2035).

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