

# CITY of ALBUQUERQUE

## TWENTY SIXTH COUNCIL

COUNCIL BILL NO. R-25-201 ENACTMENT NO. \_\_\_\_\_

SPONSORED BY: Renée Grout

1 RESOLUTION

2 PRESERVING THE NAME “JUNIPER FLATS” FOR THE PROPERTY LOCATED  
3 AT 25 HOTEL CIRCLE NE.

4 WHEREAS, the City of Albuquerque has committed to developing a variety  
5 of housing solutions that meet different needs, ensuring that facilities and  
6 programs are named appropriately and operated to reflect their distinct  
7 missions and populations; and

8 WHEREAS, the Gateway System is a comprehensive network of facilities  
9 and services designed to address homelessness by providing pathways to  
10 housing, treatment, and support for individuals and families; and

11 WHEREAS, Juniper Flats will serve as a critical housing resource for older  
12 adults who have experienced homelessness or are at risk of becoming  
13 unhoused, providing lasting stability, safety, and dignity through permanent  
14 affordable housing; and

15 WHEREAS, many low-income senior citizens worked hard and dedicated  
16 their lives to strengthening our community during an era that preceded 401(k)  
17 and IRA retirement savings plans, relying instead on the promise that Social  
18 Security would provide for their needs in retirement, only to now find  
19 themselves in urgent and growing need of basic, affordable housing; and

20 WHEREAS, seniors deserve to live with dignity and respect, and their  
21 homes at Juniper Flats should be recognized as independent affordable  
22 housing, not mistaken as part of the Gateway shelter system; and

23 WHEREAS, the funds proposed for rebranding or signage should instead  
24 be responsibly invested in meaningful amenities and services that directly  
25 enhance the quality of life for the senior residents; and

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1 WHEREAS, the comfort, dignity, and well-being of residents must take  
2 precedence over any effort to impose shelter-related branding on Juniper  
3 Flats, which serves as permanent senior housing, not a shelter; and

4 WHEREAS, the property at 25 Hotel Circle NE is not a homeless shelter, but  
5 rather a residential community providing essential, affordable housing for  
6 adults over the age of 55 with limited incomes, and its name should reflect its  
7 role as a valued part of the broader community, with residents who are vital  
8 members of that community; and

9 WHEREAS, the name "Juniper Flats" conveys the image of a warm,  
10 welcoming apartment community, while "Gateway Senior" suggests  
11 institutional or shelter settings, reinforcing stigma and undermining trauma-  
12 informed principles of dignity and recovery; and

13 WHEREAS, renaming Juniper Flats under the Gateway brand would risk  
14 retraumatizing residents who have already experienced homelessness or  
15 housing instability, while diverting limited public funds away from direct  
16 resident needs; and

17 WHEREAS, the preservation of an accurate and dignified name for a City-  
18 owned apartment community aligns with the City's intent to promote  
19 transparency, clarity, and trauma-informed housing practices across all  
20 programs.

21 BE IT RESOLVED BY THE COUNCIL, THE GOVERNING BODY OF THE CITY OF  
22 ALBUQUERQUE:

23 SECTION 1. NAME PRESERVATION. The City Council hereby affirms that  
24 the official name of the property located at 25 Hotel Circle NE shall continue to  
25 be known as "Juniper Flats," and directs the City Administration and all  
26 relevant departments to refrain from any action that would result in the  
27 renaming or rebranding of the property to "Gateway Senior" or any other  
28 name without prior Council approval.

29 SECTION 2. PROHIBITION ON EXPENDITURES. No City or State funds shall  
30 be expended on signage, marketing, or other materials that reference the  
31 property by any other name than "Juniper Flats," unless expressly authorized  
32 by the City Council.

1       **SECTION 3. SEVERABILITY.** If any section, paragraph, sentence, clause,  
2 word, or phrase of this Resolution is for any reason held to be invalid or  
3 unenforceable by any court of competent jurisdiction, such decision shall not  
4 affect the validity of the remaining provisions of this Resolution. The Council  
5 hereby declares that it would have passed this Resolution and each section,  
6 paragraph, sentence, clause, word or phrase thereof irrespective of any  
7 provision being declared unconstitutional or otherwise invalid.

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