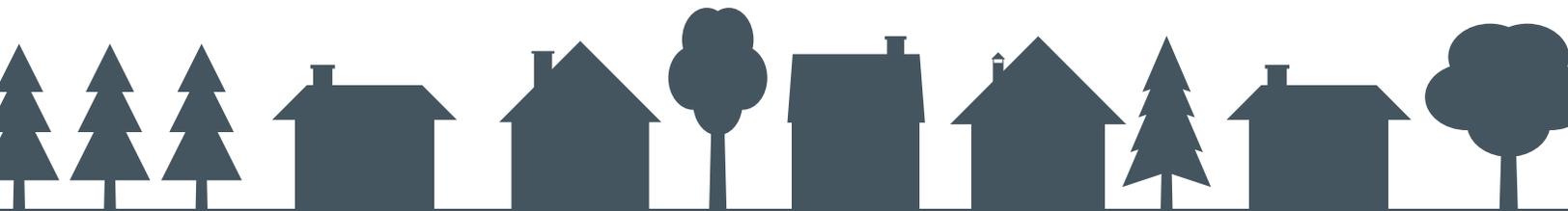


# Community Information

---

## Hillcrest





## Hillcrest

So you like the hip urban lifestyle, but you also like a little peace and quiet. Not too much though; you still want some nightlife, right? And a decent mix of neighbors. And different types of moderately-priced places to live, right? Oh, and you want to be on the northwest side of Balboa Park, because you really like it there and want to make it your usual stomping ground.

What else would you like? How about some of the best restaurants in the city? And even a couple antique stores, and certainly a few decent coffee shops. Book fairs and farmers' markets, too. And of course you can't live too far from the Whole Foods. Someplace eclectic-and-village-y-but-not-too-severely-urban. So where are you supposed to find an area with all of those things? You've come to the right place.

## Introducing Hillcrest

New York has Greenwich Village. San Francisco has the Castro. Vancouver has the West End. And San Diego has Hillcrest, our closest thing to a diverse, lively, hip and colorful neighborhood. This gay-friendly neighborhood just north of downtown and Balboa Park is a mix of apartments and bungalows mixed with a pedestrian-friendly business district.



## Hillcrest's History

Initially, Hillcrest was a chaparral-covered mesa. Kumeyaay Indians inhabited numerous villages scattered throughout the San Diego region. Spanish colonization brought the first of twenty-nine California missions with the founding of the nearby San Diego Mission. Presidio Park in Mission Hills, and Old Town just down the hill, are a treasure trove of San Diego history.

In 1870, Mary Kearney obtained a deed from the city for the land that eventually became Hillcrest. In 1871 C. D. Arnold and D. Choate, two real estate developers, obtained that property. George Hill, a wealthy railroad tycoon, then purchased the land. Real estate development began in 1910 and the area was built out by 1920. During the 1920s and 1930s Hillcrest was considered a suburban shopping area for downtown San Diego.

In 1940 the "HILLCREST" lighted sign at the intersection of University and Fifth Avenue was first erected, then later restored in 1977 and rebuilt in 1987. After World War II, Hillcrest was left with an aging infrastructure and population, but by the 1970s gays and lesbians began to settle in Hillcrest and revitalize the community.

The Hillcrest Town Council is an organization of local residents that was formed in 2007. The group of renters and owners meets the second Tuesday of each month at the Joyce Beers Community Center in the Uptown District. Their mission statement is "To provide a voice & enhance the quality of life for Hillcrest renters & homeowners while supporting actions that benefit our neighborhood."

On August 2, 2007, a 100th birthday cake was served to the public, marking





Hillcrest's first one hundred years; there are Hillcrest Centennial events throughout the year.

### What makes it so special

Hillcrest has everything that exemplifies a pedestrian-friendly, lively, urban neighborhood. It has blocks and blocks of restaurants, bars, entertainment, shopping and services, so residents and visitors can do pretty much everything in Hillcrest. Combine it with lots of color and character, and Hillcrest is a vibrant community.

### What defines Hillcrest

Hillcrest is San Diego's de facto gay community. Oh, sure, gays and lesbians live everywhere in San Diego, but its here in Hillcrest that the gay community has been embraced and included. And that characteristic is what gives Hillcrest its color and vibrancy: it is an inclusive neighborhood.

### Things to do

The best way to take in Hillcrest is to take a stroll through the neighborhood. Best place to start? Under the iconic Hillcrest sign that spans University Avenue at Fifth Ave. Dining, shopping, entertainment of every taste can be found along the adjacent streets.

**San Diego Gay Pride** is an annual celebration for the lesbian, gay, bisexual and transgender (LGBT) community. In July, there has been a parade, then a two-day festival in Balboa Park. It is considered to be the largest civic event in the city of San Diego.

**Hillcrest "CityFest"** is an annual street festival which features food, live entertainment, a beer garden and street vendors.

Other regular events in Hillcrest include a weekly farmers market on the grounds of the local Department of Motor Vehicles, Book Fair and Mardi Gras.

### Best Bets for Eats

Here's where you can't go wrong: Hillcrest has something for every dining taste and every budget. On the low end, you've got the La Posta taco shack on Washington and Ichiban for Japanese food on University. Then you have the venerable California Cuisine and Kemo Sabe for the more sophisticated palates. And everything in between, along with the usual assortment of national chains. But its best to seek out the local and independent places like Crest Cafe and Hash House A Go Go.





## Best Bets for Drinks and Entertainment

Well, Urban Mo's is the place to start if you want immersion into Hillcrest: outrageous and lively, with food and drink and gay cowboy nights (yep). Wine bars are big here, too: the Wine Lover, Wine Connection, Crush and Wine Steals are popular. For dive bars, the Alibi and San Diego Sports Club are the places. And for classic gay and lesbian bars, you've got the venerable Brass Rail and the Flame. For movies, the Landmark multiplex shows mostly indie films.

## Shopping

What are you looking for? You've got the Mint for cool shoes, Buffalo Exchange and Flashback for hip used clothing, Trader Joe's, Whole Foods, and lots and lots of boutiques. Don't miss visiting Babette Schwartz for kitschy gifts and stuff.

## How to get to Hillcrest

Hillcrest is just north of downtown San Diego, easily accessed from State Route 163, which cuts through the area. From I-8, take SR 163 south and take the University Ave. exit - it drops you right in the heart of Hillcrest.

The primary thoroughfares are University Ave. and Washington Street (east-west), along with Robinson Avenue; and Sixth, Fifth, and Fourth avenues (north-south), as well as Park Boulevard on the east end. The Fifth Avenue stretch between Robinson and Washington is considered the heart of Hillcrest.

The neighborhood is roughly bordered by Park Ave. on the east, First Ave. on the west, Washington Street on the north and Pennsylvania Ave. on the south. But that's only for the sake of definition, because the neighborhood blends into surrounding neighborhoods of Mission Hills to the west, University Heights to the east, and Banker's Hill to the south.

Hillcrest is well-served by public transportation, with bus routes 1, 3, 7, 10, 11, 83, 120 providing access to the rest of San Diego.





## Education

### San Diego Unified School District

4100 Normal Street / San Diego, CA 92103

(619) 725-8000 / [www.sandi.net](http://www.sandi.net)

### Elementary Schools

Birney

4345 Campus Ave. (92103)

(619) 497-3500 / <http://new.sandi.net/schools/birney>

Florence

3914 First Ave. (92103)

(619) 293-4440

Grant (K-7)

1425 Washington Pl. (92103)

(619) 293-4420 / [sandinet.net/grant](http://sandinet.net/grant)



### Middle Schools

Roosevelt

3366 Park Blvd. (92103)

(619) 293-4450

### High Schools

San Diego High Educational Complex

1405 Park Blvd. (92101)

(619) 525-7455 / [www.sdhs.sandi.net](http://www.sdhs.sandi.net)



# Population and Housing Estimates

## ZIP Code 92103



Jan 1, 2021

<b>Total Population</b>	<b>41,832</b>
Household Population	41,069
Group Quarters Population	763
<b>Persons Per Household</b>	<b>2.13</b>

### Housing and Occupancy

Structure Type	Total		Vacancy Rate
	Units	Households	
<b>Structure Type</b>	<b>20,130</b>	<b>19,246</b>	<b>4.4%</b>
Single Family - Detached	4,967	4,793	3.5%
Single Family - Attached	1,457	1,396	4.2%
Multi-Family	13,706	13,057	4.7%
Mobile Home and Other	0	0	--

### Household Income

#### Households by Income Category (2010 \$, adjusted for inflation)

	Less than \$15,000	\$15,000- \$29,999	\$30,000- \$44,999	\$45,000- \$59,999	\$60,000- \$74,999	\$75,000- \$99,999	\$100,000- \$124,999	\$125,000- \$149,999	\$150,000- \$199,999	\$200,000 or more
% of Total	8%	10%	12%	11%	10%	14%	10%	6%	8%	11%

#### Median Household Income

	2021
Adjusted for Inflation (2010 \$)	\$72,844
Not adjusted for inflation (current 2020 \$)	\$90,195



### DATA SOURCES AND IMPORTANT ADVISORY:

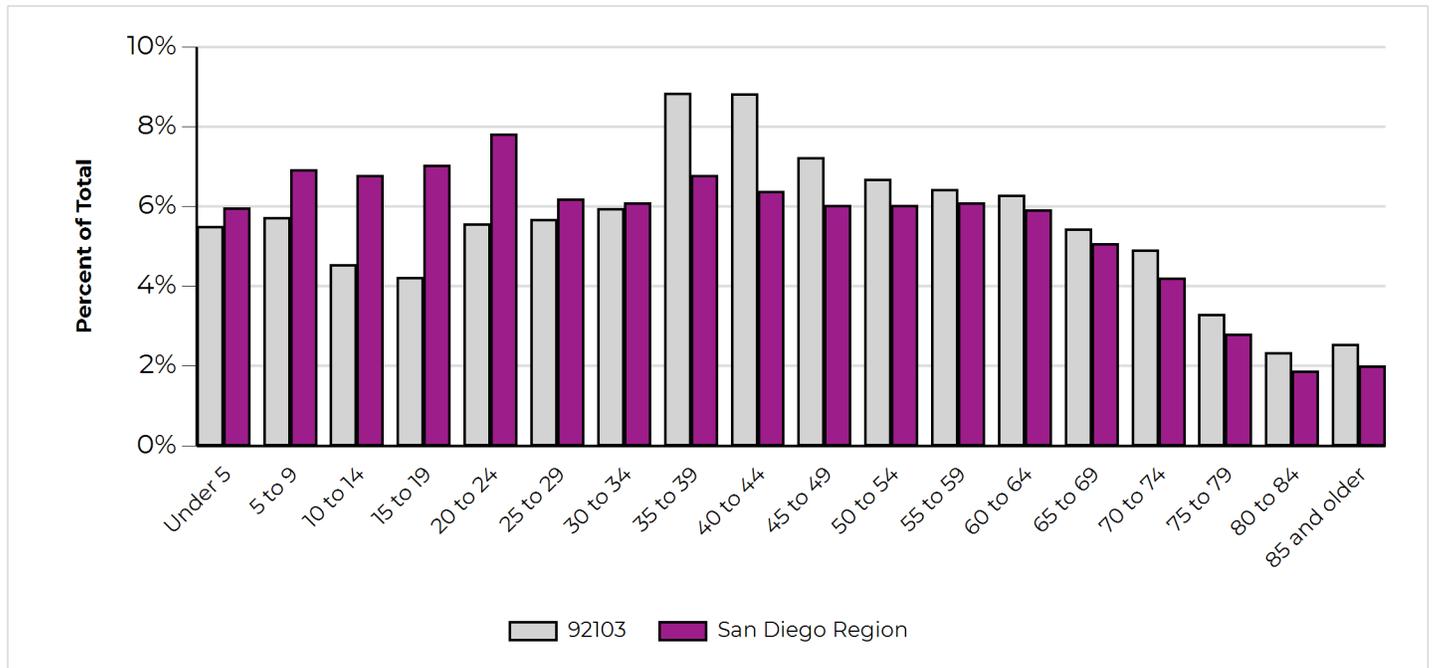
SANDAG Population and Housing Estimates are derived from a composite of data sources, including the California Department of Finance (DOF) E-5 Population and Housing Estimates for Cities, Counties, and the State, 2020-2022; the 2021 SANDAG Land Use and Housing Units inventory; the Census American Community Survey (ACS) Detailed tables; and the vintage 2020 DOF P-3 Race/Ethnicity and Sex by Age for California and Counties.

Caution should be taken when using Population and Housing Estimates, especially for small areas of geography. Sampling error inherent with the data may materially impact the reliability of the estimates, resulting in a substantial margin of error. Additionally, conclusions should not necessarily be drawn about small differences between two or more estimates because they may not reflect statistically significant differences.

## Population by Age and Sex

	Total	Male	Female	Percent Female
<b>Total Population</b>	<b>41,832</b>	<b>21,319</b>	<b>20,513</b>	<b>49%</b>
Under 5	2,300	1,127	1,173	51%
5 to 9	2,398	1,220	1,178	49%
10 to 14	1,898	971	927	49%
15 to 17	1,080	573	507	47%
18 and 19	686	346	340	50%
20 to 24	2,327	1,268	1,059	46%
25 to 29	2,373	1,260	1,113	47%
30 to 34	2,492	1,256	1,236	50%
35 to 39	3,700	1,775	1,925	52%
40 to 44	3,694	1,871	1,823	49%
45 to 49	3,022	1,618	1,404	46%
50 to 54	2,797	1,531	1,266	45%
55 to 59	2,691	1,552	1,139	42%
60 and 61	1,137	599	538	47%
62 to 64	1,493	775	718	48%
65 to 69	2,274	1,154	1,120	49%
70 to 74	2,052	973	1,079	53%
75 to 79	1,379	626	753	55%
80 to 84	976	444	532	55%
85 and older	1,063	380	683	64%
Under 18	7,676	3,891	3,785	49%
65 and older	7,744	3,577	4,167	54%
Median Age	42.2	42.3	42.2	N/A

## Population by Age



## Population by Race, Ethnicity and Age

	Non-Hispanic					
	Hispanic	White	Black	American Indian	Asian & Pacific Isl.	All Other
<b>Total Population</b>	<b>9,713</b>	<b>26,400</b>	<b>978</b>	<b>141</b>	<b>3,173</b>	<b>1,427</b>
Under 5	756	1,231	34	6	153	120
5 to 9	812	1,302	39	5	146	94
10 to 14	675	936	52	5	135	95
15 to 17	434	488	37	6	57	58
18 and 19	252	324	24	1	45	40
20 to 24	785	1,178	57	4	152	151
25 to 29	788	1,236	60	9	166	114
30 to 34	738	1,384	56	13	187	114
35 to 39	858	2,312	83	18	277	152
40 to 44	715	2,431	73	10	338	127
45 to 49	622	1,932	82	6	297	83
50 to 54	595	1,825	82	7	234	54
55 to 59	477	1,858	91	6	198	61
60 and 61	175	806	30	4	92	30
62 to 64	226	1,085	41	8	97	36
65 to 69	276	1,728	51	9	168	42
70 to 74	202	1,617	37	11	157	28
75 to 79	140	1,104	22	6	94	13
80 to 84	98	748	15	4	103	8
85 and older	89	875	12	3	77	7
Under 18	2,677	3,957	162	22	491	367
65 and older	805	6,072	137	33	599	98
Median Age	32.4	46.0	43.2	41.8	44.0	31.8