



FOR IMMEDIATE RELEASE
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City Council Approves Vision for Future Development in Hillcrest, University City

PLANS HELP ADDRESS HOUSING CRISIS, CELEBRATE UNIQUE COMMUNITY CULTURE, PROMOTE JOB GROWTH AND IMPLEMENT CLIMATE AND EQUITY GOALS

SAN DIEGO – Today, the San Diego City Council approved the [University Community Plan Update](#) and the [Hillcrest Focused Plan Amendment](#) to the [Uptown Community Plan](#). The community plans, along with the Citywide General Plan, provide a long-range vision and serve as the framework to guide neighborhood growth and development over the next 20 to 30 years.

“These plan updates are critical steps forward in creating jobs, strengthening our economy, addressing our housing crisis and honoring the unique cultures and contributions of our communities,” Mayor Todd Gloria said. “We are creating vibrant, sustainable neighborhoods that support job growth, reduce greenhouse-gas emissions, and improve the quality of life for all San Diegans. Hillcrest and University City will remain thriving, inclusive areas for decades to come under these innovative, strategic frameworks.”

The University Community Plan Update replaces the 1987 plan. The Hillcrest Focused Plan Amendment, also known as Plan Hillcrest, is an amendment to the Uptown Community Plan, which was adopted in 2016. The plans guide how land is used for future homes and jobs while addressing the need to preserve and celebrate natural, historic and cultural resources. The plans also identify improvements to streets for people to walk, bike and take transit, as well as improvements to parks for people to play and socialize.

Both plans focus on providing opportunities for a variety of new homes for people of all incomes over the next 30 years and beyond within areas of the city that have a higher level of resources and access to high-paying jobs and transit.

While the actual home and job growth will occur based on demand and the actions of property owners in the future, the plans provide a strategic framework to ensure that the growth meets the City’s needs to best improve the lives of the surrounding communities.

The University Community Plan Update provides opportunities for up to nearly 29,000 new homes. The updated plan reinforces the community’s role as a major employment center and adds up to 72,000

additional jobs across various sectors, including office, retail, scientific research, technology institutions and health care. The Hillcrest Focused Plan Amendment provides opportunities for up to 17,200 additional homes.

“Thanks in large part to the active participation of Hillcrest residents, this long-range plan reflects the passion and pride of the community,” said District 3 City Councilmember Stephen Whitburn. “Two dozen public meetings and over 1,600 written comments helped shape a neighborhood vision that values truly affordable housing, supports local small businesses, and celebrates our LGBTQ+ community.”

“The passage of the University Community Plan Update and the Hillcrest Focused Plan Amendment represent our City’s continuing efforts to deliver housing as we reimagine our neighborhoods to meet the needs of all San Diegans,” said Council President pro Tem Joe LaCava, who represents District 1. “I appreciate the public participation over the years and the diligent efforts of City Planning staff to balance difficult priorities.”

“Today’s City Council approval of the long-term University Community Plan Update concludes a six-year process and delivers much-needed capacity for housing and jobs — in line with one of the region’s most critical economic hubs and connected to the recent \$2 billion Blue Line trolley investment,” said District 6 Councilmember Kent Lee. “As we look towards implementation, I am committed to working with my colleagues to ensure the City delivers on necessary community infrastructure, improved parks and open space, as well as additional affordable housing as part of our long-term vision for the University Community.”

The plans are consistent with the [Blueprint SD](#) initiative which was adopted by the City Council last week. Blueprint SD is an amendment to the General Plan that will bring these plans and future community plan updates into alignment with [Climate Action Plan](#) goals to reduce greenhouse gas emissions by placing new homes and jobs near existing and planned public transit, parks and other daily needs.

Both of these community plans identify pedestrian, bicycle and transit infrastructure improvements and promote the construction of places such as plazas and promenades where people can meet while walking. The University Community Plan Update looks to capitalize on the new MTS Blue Line Trolley Extension.

The Hillcrest Focused Plan Amendment also looks at ways to celebrate the neighborhood’s unique LGBTQ+ history and culture by designating a LGBTQ+ cultural district.

“The updates to these plans ensure that we have a strategy in place that directs growth in the areas that best serve the needs of our community members and provides for a comprehensive plan to make sure that these communities continue to thrive,” said City Planning Director Heidi Vonblum. “Cultivating a sense of place and well-being and celebrating their cultures are key outcomes called for in these plans.”

The City has completed 15 other community plan updates since 2008 when the City’s [General Plan](#) was previously updated based on the City of Villages strategy. The General Plan serves as the City’s guiding framework for community plan updates and the long-term future growth and development of the City. The [Clairemont, College Area and Mid-City community plan updates](#) are also now in progress.

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