



PC-2026-0007
Conditional District Rezoning

Planning Commission

Status: In Review

Apply Date: 06/05/2026

Planner: Haley Hopkins

Summary Report

Location Address	Parcel Number
524 S COLLEGE RD, WILMINGTON, NC 28403	R05511-002-034-000

Contacts	
Sydney Wright, Kimley-Horn 4525 Main St Suite 1000 Suite 1000, Virginia Beach, VA 23462 Applicant	BOOMTOWN ADVISORS LLC C/O JOHNATHAN POPKIN 702 NEW BRID, JACKSONVILLE, NC 28540 Owner

Description: Conditional District rezoning request for a Wawa convenience store and fuel pumps.

Additional Information

Summary Report

Proposed Use(s) and Proposed Conditions for site: Convenience store and fuel pumps

Total Site area (Acres): 1.76

Pre-Application Meeting Date: Jun 11 2026 12:00AM

City Staff Representatives from meetings: Pat, Todd, Haley

Conditions that justify the amendment: The City's population continues to grow, increasing demand for retail and personal services that support the surrounding office and residential communities. Rezoning this property from Office and Institutional (O&I) to Community Business (CB) will allow such uses to be available for current and future residents thereby enhancing community amenities and promoting a balanced mix of land use. The purpose of the CB district as stated in Section 18-71 of the City of Wilmington Land Development Code (the "Code") is to create convenient walkable nodes that serve day-to-day needs of nearby residents. These nodes should ideally be located at street intersections and may be created on infill site or through redevelopment. The subject site is currently underutilized and contains a vacant building (previously a furniture store). Rezoning to CB aligns with the Code's purpose statement for the CB district to be created through redevelopment. The requested rezoning to CB will facilitate the site's revitalization, enhancing both visual appeal and utility of the property. The requested rezoning is compatible with adjacent land uses and zoning designations. The subject property borders an MD-17 residential district, with additional residential zoning districts located west of the site. The area east of the property is zoned O&I and includes the UNCW campus on the other side of College Road. Additional properties located north and south of the site are zoned CB and RB, showcasing the compatibility of the CB district with the surrounding area. Rezoning this property aligns with the CB district's goal of creating walkable centers that meet the everyday needs of nearby residents and students. Given the site's proximity to established neighborhoods and UNCW campus and housing, the site is well suited for redevelopment that supports an active, mixed-use environment consistent with the district's purpose.

Consistency with comp and special area plans: The proposed map amendment is consistent with the Create Wilmington Comprehensive Plan as it rezones an existing property situated near mixed use centers, including a Regional Retail Center and Employment/Academic Centers, thereby encouraging commercial suburban development in a targeted area. The property also lies between Postindustrial & Inter-city Revitalization and Live/Work Innovation Zones, which envisions mixed uses at a pedestrian friendly scale. These zones promote integrated live/work environments and support development that encourages walkable communities. The proposed rezoning aligns with the foregoing by allowing for commercial business uses on the property, which would enhance the nearby live/work environment and support the mixed-use centers. Rezoning the property to CB fosters uses compatible with residential living and helps meet the daily needs of residents as well as individuals engaged in employment and education in the area. Additionally, as the property is located in an area denoted for "suburban frontage", the anticipated redevelopment would likely allow for the creation of a design more compatible with suburban frontage standards. Lastly, with College Road being a major commercial corridor, rezoning this property to CB assists in the integrating mixed use services to the surrounding office, retail, and residential properties that can be directly and conveniently accessed.

Impact on the area if approved: Rezoning the subject property to CB encourages uses that appropriately respond to the surrounding office, retail, and residential communities. This change expands allowable retail and neighborhood-serving uses while generally maintaining the area's core office, professional and institutional functions. The convenience and the grab-and-go style of the proposed development would provide residents with convenient, walkable access to convenience retail. As other retail establishments are located nearby, this further showcases compatibility by supporting a cohesive development pattern and reduces the likelihood of land use conflicts. The proposed rezoning would allow for redevelopment of the existing Furniture Fair building into a convenience store with fuel sales. The anticipated redevelopment would be required to follow all applicable standards for suburban frontage developments, as outlined in the Code, which will enhance the visual appeal of the property and the surrounding corridor. The Applicant is evaluating the best opportunity to provide safe transit to future patrons. Access to the site is currently anticipated to be limited to one right-in/right-out on College Road and one full access on University Drive. The revised access is anticipated to improve traffic patterns along College Road by limiting the number of access points where vehicles slow to enter the site, helping to manage future growth of the City. It is also anticipated that redevelopment of the property would allow for the reduction of impervious area on the site to improve storm water drainage and would provide the opportunity to update site landscaping to be more consistent with current City of Wilmington standards. Construction of a convenience store with fuel sales would allow the landowner to provide services and goods that are currently limited in this commercial node. A convenience store and fuel station would offer gas, snacks, fresh food, and beverages to the surrounding residential, retail, and office areas,

Other circumstances that justify the amendment: The proposed rezoning to CB will facilitate the revitalization of an existing property that currently sits vacant, elevating the visual appeal and utility of the site. The proposed redevelopment is anticipated to create 50-70 skilled jobs during construction and approximately 40 permanent jobs to support the operation of the Wawa convenience store with fuel sales. In addition to job creation, the proposed rezoning will support the nearby residential and commercial neighborhoods by providing retail and personal service options to the area. The proposed rezoning aligns with the community's goals of economic development, improved access to amenities, and revitalization of underutilized properties.

Neighborhood Meeting Date: Feb 20 2026 12:00AM

Pre-TRC Case Number or N/A: CONSULT-2026-0224

Proposed Zoning(s): CB, Community business

Current Zoning: O&I



Bartlett Tree Experts
Everett Jones – Representative
2725 Old Wrightsboro Rd Suite 5C
Wilmington, NC 28405

Prepared April 4th, 2025

Capital Growth Buchalter
ATTN: Jeffrey Lewin
361 Summitt Blvd, Suite 110
Birmingham, AL 35243

Everett Jones
Arborist Representative
ISA Certified Arborist #so-10692A
ISA Tree Risk Assessment Qualified

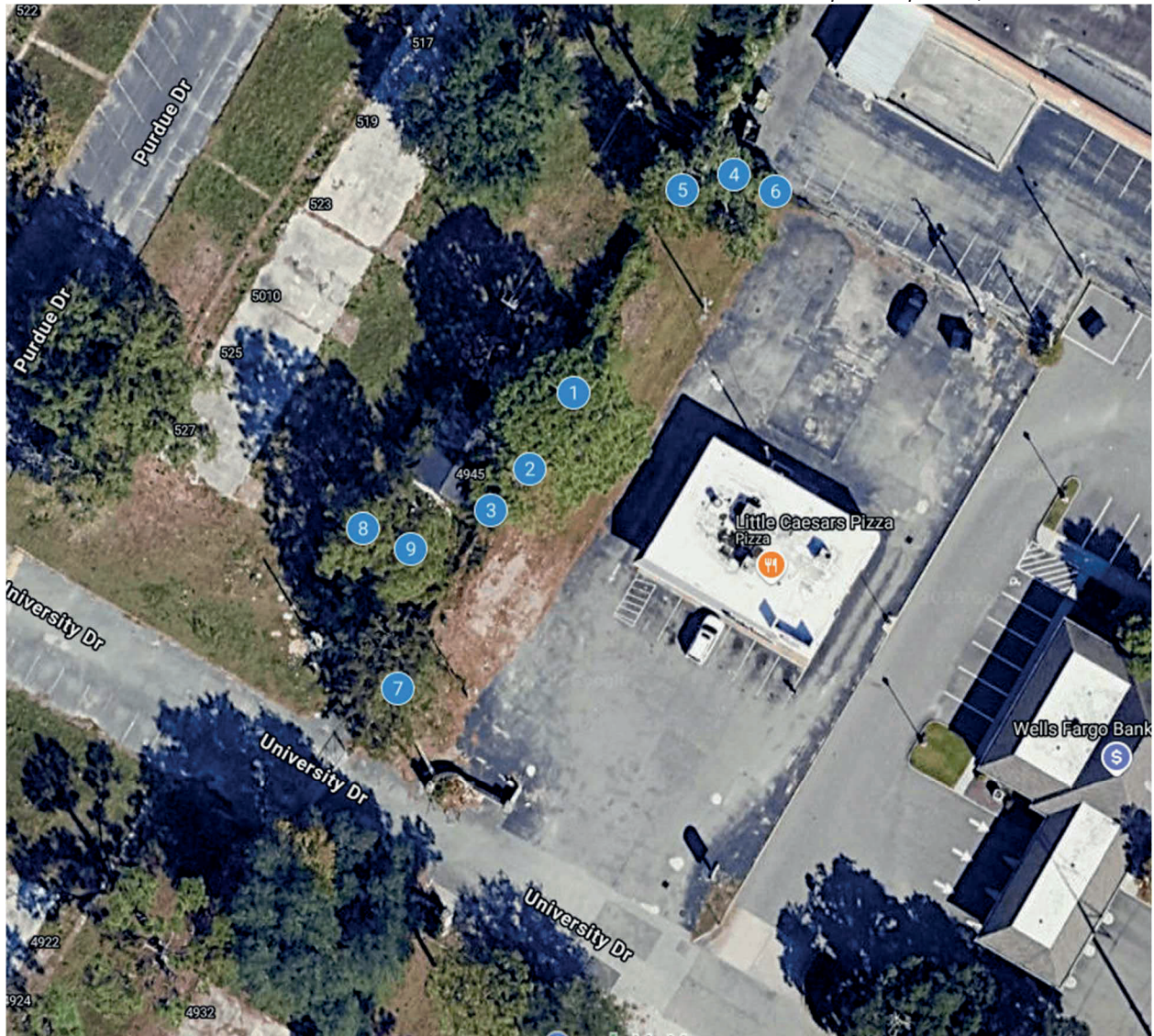
The following is the tree Identification and DBH verification for the trees at 4945 University Dr Wilmington, NC, 28403, as assessed on April 4th, 2025.

ID Number	Species	DBH(diameter at breast height)	City Classification
1	<i>Longleaf Pine</i>	32"	Specimen
2	<i>Longleaf Pine</i>	17"	Regulated
3	<i>Sand Laurel Oak</i>	9"	Significant
4	<i>Loblolly Pine</i>	29"	Significant
5	<i>Longleaf Pine</i>	15"	Regulated
6	<i>Eastern Redcedar</i>	9"	Regulated
7	<i>Water Oak</i>	19"	Significant
8	<i>Longleaf Pine</i>	18"	Significant
9	<i>Longleaf Pine</i>	20"	Significant



Bartlett Tree Experts
Everett Jones – Representative
2725 Old Wrightsboro Rd Suite 5C
Wilmington, NC 28405

Prepared April 4th, 2025



If you have any questions about this report, please contact me.

- Everett Jones

The owner/client also understands and acknowledges that the consultation of survey and tree condition verification, are not intended to provide a Tree Risk Assessment as defined by industry standards. The owner/client should not infer that any information contained in, or absent from, the accompanying inspection, report, or deliverable material is meant to declare a tree or group of trees to be "safe" or the risk of failure mitigated in any way.

BEING a tract or parcel of land lying and being in the City of Wilmington, New Hanover County, North Carolina, and being more particularly described as follows:

Tract 1

COMMENCING at NGS Monument "Comfort" having Coordinates of North: 180,262.50' and East: 2,341,309.87' South 29°37'05" West a ground distance of 4,811.94' to an existing iron pipe being on the northwestern right of way of College Road (200' Public Right of Way) and being the southwestern corner of Daylight Investments, LLC as described in Deed Book 5900, Page 1571 recorded in the New Hanover County Public Registry and said point also being the point of BEGINNING; thence running with the northwestern right of way of College Road South 29°30'28" West a distance of 244.94' to an existing concrete monument being the northeastern corner of Wachovia Bank & Trust Co. as described in Deed Book 870, Page 393; thence with the Wachovia Bank & Trust Co. the following two (2) courses and distances:

1) North 60°26'51" West a distance of 175.02' to an existing iron pipe;

2) South 29°51'02" West a distance of 24.93' to an existing iron pipe being the northeastern corner of Pender Point Farms & Properties, LLC as described in Deed Book 6575, Page 2514; thence with the line of Pender Point Farms & Properties, LLC North 60°25'30" West a total distance of 124.98' (passing existing pipes at 89.99' & 94.96') to an existing iron pipe being on the line of The Glenn G, LLC as described in Deed Book 6333, Page 134; thence with the line of The Glenn G, LLC North 29°33'14" East a distance of 269.84' to an existing iron pipe being the southwestern corner of Daylight Investments, LLC as described in Deed Book 5900, Page 1571; thence with the line of Daylight Investments, LLC South 60°26'42" East a distance of 299.93' to the point and place of BEGINNING, containing an area of 76,605 square feet or 1.7586 acres of land, more or less, as shown on a survey prepared by Cornerstone Professional Land Surveying, PLLC, dated November 6, 2024, bearing Job No. 2024-315.

APPLICATION FOR CONDITIONAL ZONING MAP AMENDMENT



City of Wilmington
Planning and Development

P. O. Box 1810, 929 N Front St,
Wilmington, NC 28402
Telephone: (910) 254-0900 FAX: (910) 341-3264

Section A. APPLICANT INFORMATION

NAME OF APPLICANT: Wilmington (College Rd) WW, LLC

MAILING ADDRESS OF APPLICANT: 361 Summit Blvd, Suite 110, Birmingham, AL 35243

PHONE NUMBER AND EMAIL OF APPLICANT: 602-908-1424, [REDACTED]

PROPERTY OWNER INFORMATION:

Name(s) Boomtown Advisors, LLC

Address: 702 New Bridge Street, Jacksonville, NC

Zip 28540

Telephone: 252-633-3006

Fax: _____

Email address: [REDACTED]

PROPERTY INFORMATION: The following information is required to provide the necessary information to process the rezoning request:

ADDRESS OF SUBJECT SITE: 524 College Road

NEW HANOVER CO. PROPERTY IDENTIFICATION # (PIN): R0511-002-034-000

CURRENT ZONING DISTRICT(S): O&I

PROPOSED ZONING DISTRICT(S): CB

TOTAL SITE AREA: 1.76 ac

PROPOSED USE(S) AND PROPOSED CONDITIONS FOR THE SITE: Wawa Convenience Store

PRE-APPLICATION MEETING: 12/12/2024 and 12/04/2025
(Date)

NEIGHBORHOOD MEETING: 02/20/2025 (report due prior to application submittal)
(Date)

INTERNAL USE ONLY

DATE RECEIVED: 12/9/25

PLANNER: ZS

CASE FILE #: CD-6-226

FEE PAID \$: \$835

RECEIVED

By ZS at 3:03 pm, Dec 09, 2025

Section B. *SUBMITTAL INFORMATION AND PROCEDURE*

- (1) Supplementary information is **REQUIRED** as part of the application. See Section C below for required information.
- (2) All applications require a pre-application meeting prior to submittal. Applications may be submitted after pre-application meetings and all applications **MUST** be reviewed by planning staff for completeness **PRIOR** to the acceptance. Please **do not** leave your application materials without speaking to a planner. Applications left this way will not be processed or scheduled for planning commission review.
- (3) A receipt for application fees must accompany the application.
- (4) Applications shall be submitted according to the adopted filing calendar and will be considered by the planning commission at the regular meeting noted on the official acceptance form.
- (5) The applicant or agent should appear at all hearings. Planning commission meetings are typically held at 6:00 P. M. in at City Hall, council chambers (second floor) 102 N. 3rd Street, Wilmington, North Carolina, usually on the first Wednesday of each month. Applicants will be informed of any change in date, time, or location of meetings.
- (6) A written summary of at least one neighborhood meeting (Section 18-567), for which notification was sent to property owners within 300 feet of the subject site, must be submitted to the city clerk before an application will be accepted. See Sec. 18-567. For complete information on neighborhood meetings.
- (7) Conceptual site plan review (pre-TRC consultation) by the technical review committee (TRC) is required for all conditional district map amendment applications. To avoid potential processing and scheduling delays, applicants are advised to have completed a conceptual review with the TRC prior to rezoning application submittal. If a conceptual review has not occurred at time of application, the proposed development will be scheduled for conceptual review at the next available TRC meeting.

Section C. REQUIRED SUPPLEMENTAL INFORMATION

PLEASE INCLUDE ALL OF THE FOLLOWING INFORMATION. Please check the list below carefully before you submit:

- ☒ Agent form if the applicant is not the property owner;
- ☒ Detailed project narrative describing the site, proposed rezoning, uses, and any applicable prescribed conditions;
- ☒ One digital copy (pdf) of the site plan, drawn to scale, that includes, at minimum, the site and proposed building information as indicated in Section D below;
- ☒ Legal description of property requested for rezoning, by metes and bounds;
- ☐ Receipt of application fee;
- ☐ Receipt of mailing fee;
 - An invoice will be emailed for the mailing fee at a cost of \$0.85 per notice. Note that this cost will include two mailings, one mailing notifying property owners for planning commission review and a second mailing notifying property owners of city council review. Payment must be made within 5 business days of the invoice.
- ☒ Current to-scale copy of the New Hanover County tax map delineating the subject property.

Section D. INFORMATION REQUIRED TO BE INCLUDED ON THE SITE PLAN

The following information is required to be shown on the site plan submitted with this application. If any of the required information is not included on the site plan, reasons for excluding that information must be given.

- ☒ **A boundary survey and vicinity map showing the property's total acreage, its zoning classification(s), the general location in relation to major streets, railroads, and waterways, the date and north arrow;**
- ☒ All existing easements, reservations, and rights-of-way, existing and proposed;
- ☒ Approximate location on the site of proposed buildings, structures, and other improvements;
- ☒ Approximate dimensions, including height, of proposed buildings and structures;
- ☒ Proposed use of land and buildings, including the number of residential units and the total square footage of any nonresidential development;
- ☒ All required and proposed yards, buffers, screening, and landscaping;
- ☒ All existing and proposed points of access to public streets;
- ☐ Delineation of areas within the regulatory floodplain as shown on official flood hazard boundary maps;
- ☐ Proposed phasing, if any;
- ☒ The location of existing and proposed storm drainage patterns and facilities intended to serve the proposed development;
- ☒ Approximate location of all existing and proposed infrastructure on the site including water, sewer, roads, and bicycle and pedestrian facilities;
- ☒ Generalized traffic, parking, and circulation plans;
- ☒ Tree survey; and
- ☒ Traffic impact analysis, if required.

N/A
N/A

In evaluating the proposal, staff, planning commission, and city council may request additional information from the applicant. Additional information may include the following:

- Proposed screening, buffers, and landscaping over and above that required by the land development code, as well as proposed treatment of any existing natural features;
- Scale of buildings relative to abutting property;
- Building elevations and exterior features of proposed development;
- Any other information needed to demonstrate compliance with the land development code; and
- Proposed number and locations of signs.

OWNER'S SIGNATURE*: *In filing this application for a zoning map amendment, I/we as the property owner(s), hereby certify that all information presented in this application is accurate to the best of my knowledge, information, and belief. I hereby designate Wilmington (College Rd) WW, LLC to act on my behalf regarding this application, to receive and respond to administrative comments, to resubmit plans on my behalf, and to speak for me in any public meeting regarding this application.*

Signature/Date: _____



Exhibit A to Conditional Map Amendment Application

1. What changed or changing condition(s) justifies the passage of the amendment? Discuss how circumstances have so changed since the property was last zoned.

The City's population continues to grow, increasing demand for retail and personal services that support the surrounding office and residential communities. Rezoning this property from Office and Institutional (O&I) to Community Business (CB) will allow such uses to be available for current and future residents thereby enhancing community amenities and promoting a balanced mix of land use.

The purpose of the CB district as stated in Section 18-71 of the City of Wilmington Land Development Code (the "Code") is to create convenient walkable nodes that serve day-to-day needs of nearby residents. These nodes should ideally be located at street intersections and may be created on infill site or through redevelopment. The subject site is currently underutilized and contains a vacant building (previously a furniture store). Rezoning to CB aligns with the Code's purpose statement for the CB district to be created through redevelopment. The requested rezoning to CB will facilitate the site's revitalization, enhancing both visual appeal and utility of the property.

The requested rezoning is compatible with adjacent land uses and zoning designations. The subject property borders an MD-17 residential district, with additional residential zoning districts located west of the site. The area east of the property is zoned O&I and includes the UNCW campus on the other side of College Road. Additional properties located north and south of the site are zoned CB and RB, showcasing the compatibility of the CB district with the surrounding area. Rezoning this property aligns with the CB district's goal of creating walkable centers that meet the everyday needs of nearby residents and students. Given the site's proximity to established neighborhoods and UNCW campus and housing, the site is well suited for redevelopment that supports an active, mixed-use environment consistent with the district's purpose.

2. Explain how the map amendment would be consistent with the *Create Wilmington Comprehensive Plan* and adopted special area plans (e.g., corridor plans, neighborhood plans, etc.)

The proposed map amendment is consistent with the *Create Wilmington Comprehensive Plan* as it rezones an existing property situated near mixed use centers, including a Regional Retail Center and Employment/Academic Centers, thereby encouraging commercial suburban development in a targeted area. The property also lies between Postindustrial & Inter-city Revitalization and Live/Work Innovation Zones, which envisions mixed uses at a pedestrian friendly scale. These zones promote integrated live/work environments and support development that encourages walkable communities. The proposed rezoning aligns with the foregoing by allowing for commercial business uses on the property, which would enhance the nearby live/work environment and support the mixed-use centers.

Rezoning the property to CB fosters uses compatible with residential living and helps meet the daily needs of residents as well as individuals engaged in employment and education in the area.

Additionally, as the property is located in an area denoted for "suburban frontage", the anticipated redevelopment would likely allow for the creation of a design more compatible with suburban frontage standards. Lastly, with College Road being a major commercial corridor, rezoning this property to CB assists in the integrating mixed use services to the surrounding office, retail, and residential properties that can be directly and conveniently accessed.

3. Explain the expected impacts on the area if the proposed zoning map amendment is approved.

Rezoning the subject property to CB encourages uses that appropriately respond to the surrounding office, retail, and residential communities. This change expands allowable retail and neighborhood-serving uses while generally maintaining the area's core office, professional and institutional functions. The convenience and the grab-and-go style of the proposed development would provide residents with convenient, walkable access to convenience retail. As other retail establishments are located nearby, this further showcases compatibility by supporting a cohesive development pattern and reduces the likelihood of land use conflicts.

The proposed rezoning would allow for redevelopment of the existing Furniture Fair building into a convenience store with fuel sales. The anticipated redevelopment would be required to follow all applicable standards for suburban frontage developments, as outlined in the Code, which will enhance the visual appeal of the property and the surrounding corridor. The Applicant is evaluating the best opportunity to provide safe transit to future patrons. Access to the site is currently anticipated to be limited to one right-in/right-out on College Road and one full access on University Drive. The revised access is anticipated to improve traffic patterns along College Road by limiting the number of access points where vehicles slow to enter the site, helping to manage future growth of the City. It is also anticipated that redevelopment of the property would allow for the reduction of impervious area on the site to improve storm water drainage and would provide the opportunity to update site landscaping to be more consistent with current City of Wilmington standards.

Construction of a convenience store with fuel sales would allow the landowner to provide services and goods that are currently limited in this commercial node. A convenience store and fuel station would offer gas, snacks, fresh food, and beverages to the surrounding residential, retail, and office areas,

4. Describe any other circumstances that justify how the proposed amendment is in the public interest.

The proposed rezoning to CB will facilitate the revitalization of an existing property that currently sits vacant, elevating the visual appeal and utility of the site. The proposed redevelopment is anticipated to create 50-70 skilled jobs during construction and approximately 40 permanent jobs to support the operation of the Wawa convenience store with fuel sales. In addition to job creation, the proposed rezoning will support the nearby residential and

commercial neighborhoods by providing retail and personal service options to the area. The proposed rezoning aligns with the community's goals of economic development, improved access to amenities, and revitalization of underutilized properties.

ND:4931-7290-0730, v. 2

NEIGHBORHOOD MEETING FOR CONDITIONAL DISTRICT REZONING PROPOSAL

To: Penelope Spicer-Sidbury, City Clerk

Case No.: _____

Location: 524 College Road

Proposed zoning: CB

I hereby certify that written notice of a neighborhood meeting on the above conditional district map amendment application was mailed to property owners with 300 feet, as set forth on the attached list, by first class mail on (date) February 13, 2025. A copy of the written notice is also attached.

The meeting was held at the following date, time and location: February 20, 2025 at 6:30 pm at 160 Van Campen Blvd, Wilmington, NC

The persons in attendance at the meeting were: Franklin Boney, Brian Eckel, Carol Eckel

The following issues were discussed at the meeting: Access to site via University Drive, timing coordination with proposed redevelopment project located at 501 Tulane Drive.

As a result of the meeting, the following changes were made to the rezoning application: Easement obtained on privately owned portion of University Drive to obtain site access.

Date: 10/29/2025
Applicant: Wilmington (College Rd) WW, LLC
By: Nadean Shovels

Please submit this report to the Wilmington City Clerk's office located at 929 N Front Street or mail it to Penelope Spicer-Sidbury, City Clerk, PO Box 1810, Wilmington, NC 28402-1810.

Daylight Investments Inc
PO Box 360
Linden, NC 28356

Glen G LLC
PO Box 10009
Greensboro, NC 27404

Taylor Foods Associates
PO Box 88037
Fayetteville, NC 28304

Aces Realty LLC
121 Lowell St N
Ironwood, MI 49938

Wachovia Bank & Trust Co
PO Box 2609
Carlsbad, CA 92018

Church of Jesus Christ Of
514 College Rd S
Wilmington, NC 28403

425 SC LLC
3610 College Rd
Suite B
Wilmington, NC 28412

Greek Orthodox Community
608 College Rd S
Wilmington, NC 28403

NC State Of
116 Jones St W
Raleigh, NC 27603



February 13, 2025

RE: *Supplemental Neighborhood Meeting Notification for Conditional Zoning Map Amendment Application*

Dear Property Owner,

Because your property is within a 300-foot notification buffer, a letter was sent to you on February 10th inviting you to attend a neighborhood meeting regarding a conditional zoning map amendment application for the property listed below:

- 524 College Road (Parcel ID R05511-002-034-000)

This supplemental notification is being sent to clarify the date of the neighborhood meeting. The neighborhood meeting will be held on Thursday, February 20th at 6:30 PM at the Holiday Inn Express & Suites located at 160 Van Campen Blvd in Wilmington, NC.

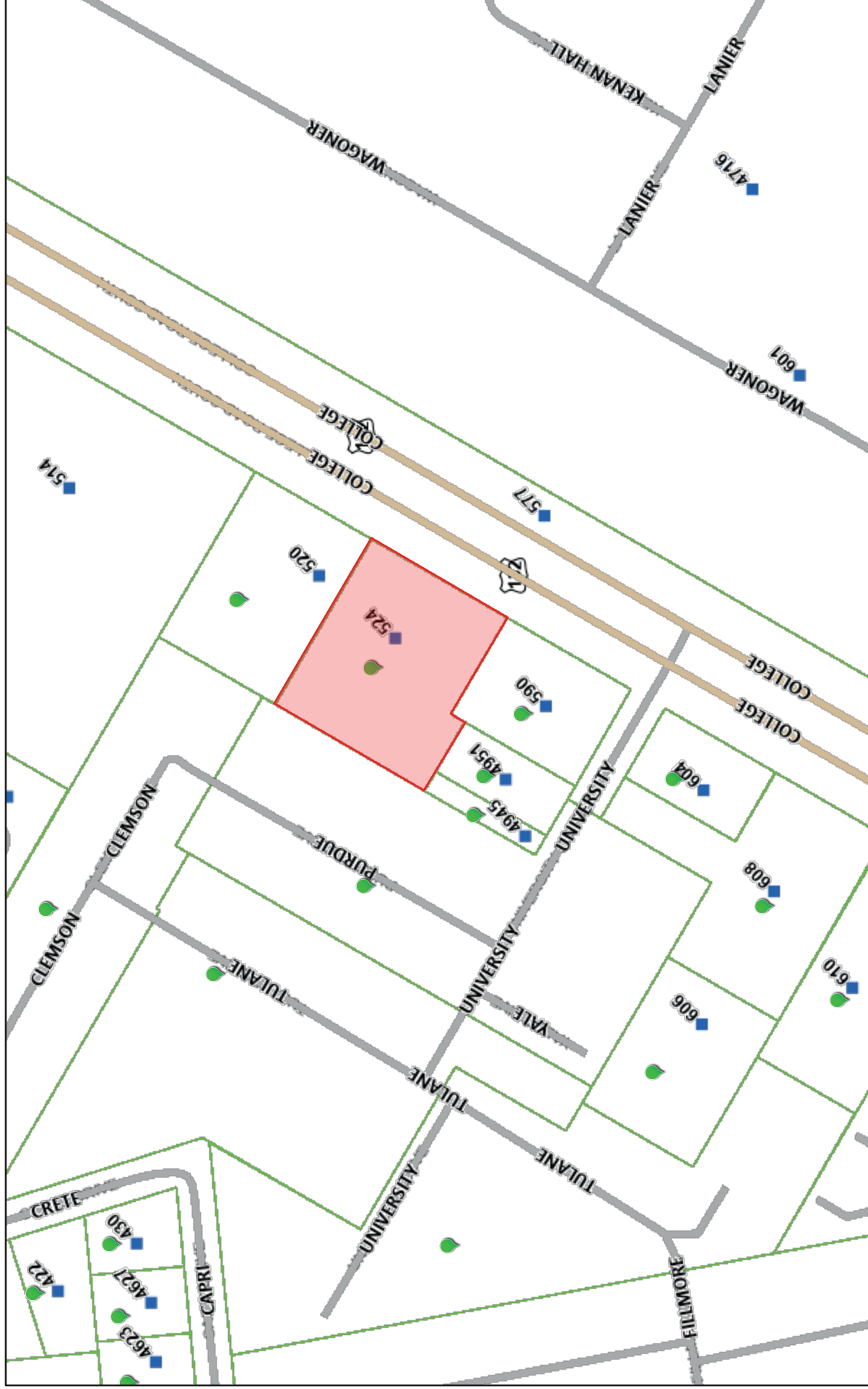
If you are not able to join us and wish to provide comments or ask questions, please contact me at [REDACTED] or (757) 355-6653.

Sincerely,

A handwritten signature in cursive script that reads "Nadean Shovels".

Nadean Shovels
Project Manager

ArcGIS Web Map



4/3/2025, 1:17:31 PM

- Property Owners
- Addresses
- Major Roads
- Roads
- Municipal Boundaries
- Parcel Boundaries
- major roads
- roads
- hydrology
- UPLAND

