



2929 MARKET ST

OFFERING MEMORANDUM | REZONED & APPROVED · MD-17(CD)

120-Unit Multifamily Development Site

2929 Market Street · Wilmington, NC 28403

WORKFORCE HOUSING CONDITIONS APPLY: 30%–80% AMI · 30-YEAR TERM · ORD. CD-2-825

\$4,500,000

SALE PRICE

4.08 AC

SURVEYED AREA

120 Units

REZONED &
APPROVED

\$37,500

PER APPROVED UNIT

30–80%

AMI · WORKFORCE
HOUSING · 30 YRS

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VG REALTY

KW COMMERCIAL · DURHAM, NC

THE OFFERING

EXECUTIVE SUMMARY

SALE PRICE	\$4,500,000
PRICE / APPROVED UNIT	\$37,500
PRICE / ACRE	\$1.10M
LAND AREA (ALTA)	4.08 Acres
ZONING	MD-17(CD)
APPROVAL	120 Units (CD-2-825)
AFFORDABILITY	30–80% AMI · 30 Yrs
MARKET ST FRONTAGE	±364 Feet
TRAFFIC COUNT	25,000+ VPD
FLOOD ZONE	Zone X
PARCEL	R04913-019-001-000
COUNTY	New Hanover
EXISTING IMPROVEMENTS	Operating Motel

2929 Market Street is a 4.08-acre site **rezoned and approved for 120 multifamily units**, two miles from downtown Wilmington. In September 2025, Wilmington City Council rezoned the 4.08-acre parcel from O&I to **MD-17(CD), High-Density Multiple Dwelling Conditional District, approving a 120-unit, four-story residential development** (Ordinance CD-2-825). The zoning approval runs with the land — the next owner steps into an approved density that took a full public rezoning process to secure, with Technical Review Committee (TRC) site plan approval and permits as the remaining steps.

The offering includes a substantial third-party diligence package assembled for the prior development effort, including a 2025 Phase I ESA, geotechnical report, preliminary ALTA/NSPS survey, LIHTC/TEB market study prepared for NCHFA, as-surveyed legal description, and signed rezoning ordinance. These materials may reduce a buyer's initial diligence time and cost, subject to independent verification, report updates, and reliance rights.

- **Approved density in place:** 120 units (48× 1BR, 40× 2BR, 32× 3BR) in four-story buildings with parking, elevators, and amenities per the Council-accepted site plan.
- **Proven rental demand:** 2025 market study prepared for NCHFA projects 93–100% absorption within 3–4 months; surveyed area apartment waiting lists run 60–161 applicants deep.
- **Favorable environmental and geotechnical findings:** No RECs (Phase I, 2025), conventional shallow foundations at 2,000 psf, Flood Zone X, ±364' of Market Street frontage at a signalized corridor with 25,000+ vehicles per day.
- **Location:** Adjacent to Forest Hills, 2 miles to downtown Wilmington, <4 miles to Wilmington International Airport, on a WAVE Transit route, one block from the planned Independence Blvd Extension.

Entitlement note: Conditions of CD-2-825 designate the 120 units as workforce housing (30%–80% AMI, 30-year commitment) in substantial compliance with the accepted site plan. Buyers pursuing an alternate program — including hospitality — may seek to rezone through the City's conditional district process; the 2025 approval demonstrates Council willingness to rezone this parcel. See "Two Ways to Buy" on the following page.



ZONING & APPROVALS

THE ENTITLEMENT

On September 23, 2025, Wilmington City Council adopted **Ordinance CD-2-825**, rezoning the property from O&I (Office & Institutional) to **MD-17(CD) High-Density Multiple Dwelling Conditional District** for a 120-unit residential development. The rezoning followed a full community meeting, traffic review, and public hearing process.

KEY CONDITIONS — ORDINANCE CD-2-825	
—	Maximum 120 residential dwelling units in substantial compliance with the site plan and elevations accepted by City Council on 9/23/2025
—	Four-story buildings with parking, amenities, elevators, tree-save area, and residential buffer
—	Units designated workforce housing at 30%–80% of Area Median Income, maintained for 30 years from final unit occupancy
—	Annual income-verification reporting to the City of Wilmington
—	Technical Review Committee (TRC) site plan approval and permits required prior to construction release

APPROVED UNIT MIX	UNITS	HEATED SF
One Bedroom / 1 Bath	48	671–790
Two Bedroom / 2 Bath	40	1,048–1,132
Three Bedroom / 2 Bath	32	1,306–1,384
Total	120	—

APPROVAL TIMELINE	
MAY 2025	● ALTA survey & legal description — McKim & Creed preliminary ALTA/NSPS survey and as-surveyed legal description.
JUN–JUL 2025	● Community meeting & studies — geotechnical investigation and Phase I ESA completed.
AUG 2025	● NCHFA market study — independent study confirms demand depth and rent positioning.
SEP 23, 2025	● Rezoning adopted — City Council approves MD-17(CD) for 120 units; site plan and elevations accepted.
TODAY	● Zoning approval in place — TRC site plan review and permits remain before construction.

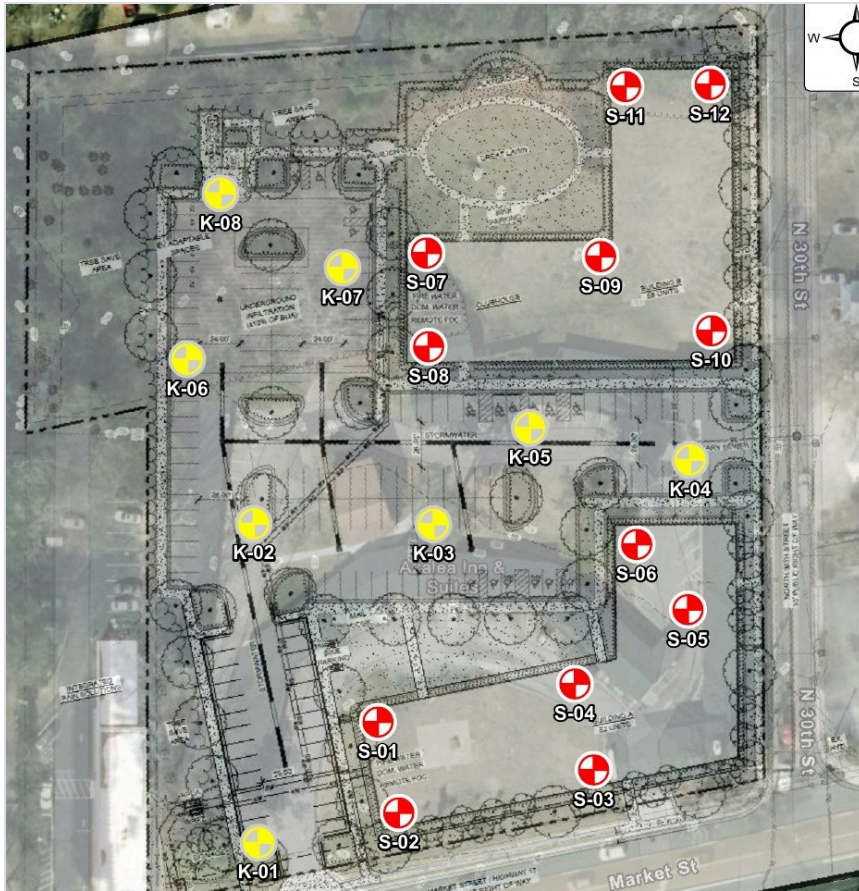
Why it matters: Wilmington rezonings of this scale require a community meeting, planning review, and Council hearing — a process that took the prior team roughly a year. That work is done, and the approved density conveys with the land.

PATH A — BUILD THE APPROVED PROJECT
Deliver the approved 120-unit workforce housing community (30–80% AMI, 30-year term) under the accepted site plan. Rezoning, density, and demand study are complete; TRC review and permits are the remaining steps, and the available third-party reports and entitlement documents will be provided to qualified buyers. Best fit: LIHTC/bond sponsors, workforce and essential-housing developers, and funds with affordability mandates.

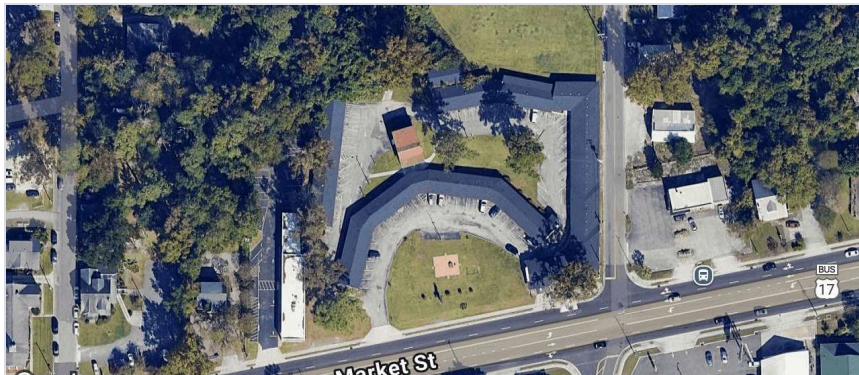
PATH B — HOSPITALITY OR ALTERNATE USE
The site has operated as lodging continuously since 1963 , and the motel is open and producing holding income today. Hotel fundamentals are in place: US-17 Business frontage, 25,000+ VPD, two miles to downtown, under four miles to ILM. A hotel or other non-residential program requires a new rezoning from MD-17(CD) through the City's conditional-district process; the 2025 approval demonstrates the path, and Seller will cooperate with a rezoning-contingent contract. Buyers should verify use pathways with City of Wilmington Planning.

LAYOUT REFLECTED IN GEOTECHNICAL REPORT

PROPOSED DEVELOPMENT LAYOUT



Proposed development layout shown in the July 2025 ECS geotechnical exploration plan; markers indicate CPT sounding and boring locations from the subsurface investigation. The signed ordinance requires substantial compliance with the site plan and elevations accepted by City Council. Buyers should independently confirm the controlling plans and obtain copies through the City or prior development team.



Existing conditions — the operating motel and mature tree canopy on the 4.08-acre parcel today.

PROPOSED PROGRAM (PER MARKET STUDY)

- 120 units in four-story residential buildings with elevators
- 154 parking spaces planned
- Clubhouse amenities: community room, fitness, business center, central laundry
- Central green / courtyard focal area
- Tree-save areas and perimeter buffer adjacent to residential parcels
- Underground infiltration / stormwater management area

DATA ROOM — AVAILABLE ON REQUEST

- Signed rezoning ordinance (CD-2-825)
- Geotechnical engineering report (ECS, 2025)
- Phase I environmental site assessment (SEGi, 2025)
- Preliminary ALTA/NSPS survey (McKim & Creed, 2025)
- As-surveyed legal description
- 2025 LIHTC/TEB market study prepared for NCHFA

Program source: Details shown reflect the geotechnical exploration plan and the market study project description. Buyers should confirm the controlling site plan and elevations through the City of Wilmington or the prior development team.

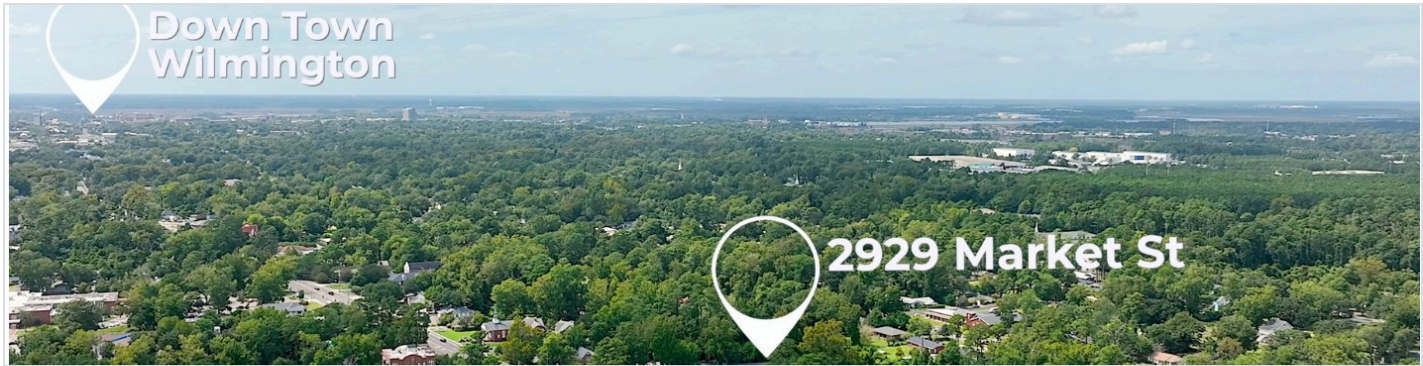
THIRD-PARTY DUE DILIGENCE

DUE DILIGENCE PACKAGE

The prior development team completed several material third-party reports and entitlement documents, available to qualified buyers upon request. Highlights below.

REPORT	FIRM / DATE	KEY FINDINGS	STATUS
Signed Rezoning Ordinance CD-2-825, MD-17(CD)	City of Wilmington Sep 23, 2025	120-unit high-density multiple dwelling conditional district approved with accepted site plan and elevations.	APPROVED
Phase I Environmental Site Assessment (ASTM E1527-21)	Southern Environmental Group Jul 2025	No RECs, CRECs, or HRECs identified. No USTs observed. Phase II not recommended.	CLEAN
Geotechnical Report 12 CPT soundings + 8 DCP tests	ECS Southeast Jul 2025	Conventional shallow foundations supported at 2,000 psf net allowable bearing; groundwater 10.6'–19.4' below grade; localized densification of near-surface sands may be required.	FAVORABLE
LIHTC/TEB Market Study Prepared for NCHFA · 120-unit program	Koontz & Salinger Aug 2025	Overall capture rate 2.6%; forecast 93–100% absorbed within 3–4 months; no changes recommended to unit mix or rents.	STRONG DEMAND
ALTA/NSPS Land Title Survey (preliminary)	McKim & Creed May 2025	4.08 acres surveyed; Flood Zone X (FIRM panels eff. 8/28/2018); boundary monumented; as-surveyed legal description prepared.	PRELIMINARY

What this means for the buyer: Environmental, subsurface, boundary, entitlement and market-demand matters have been evaluated through the available third-party materials. Buyers should independently confirm report currency, reliance rights, title, utility capacity, demolition scope and construction pricing.



Looking west along Market Street — subject site two miles from downtown Wilmington.

WILMINGTON RENTAL MARKET

DEMAND & DEMOGRAPHICS

2.6%

OVERALL CAPTURE
RATE
(NCHFA STUDY)

3–4 mo

FORECAST
ABSORPTION
TO 93–100%

3.4%

MARKET-RATE
VACANCY

60–161

APPLICANTS ON
AREA
WAITING LISTS

25,000+

VEHICLES / DAY
ON MARKET ST

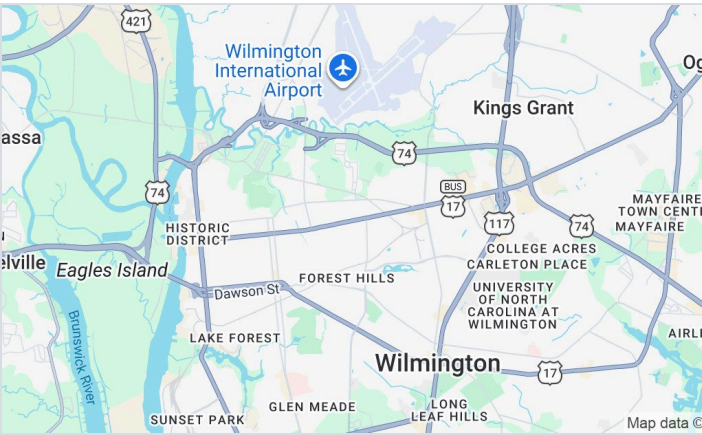
SUPPORTED NET RENTS BY AMI TIER (2025 STUDY)

TIER	1BR	2BR	3BR
30% AMI	\$521	\$615	\$690
50% AMI	\$962	\$1,144	\$1,301
60% AMI	\$1,182	\$1,408	\$1,606
80% AMI	\$1,260	\$1,515	\$1,800

AREA DEMOGRAPHICS

	0.3 MI	0.5 MI	1 MI
Population	848	3,101	10,342
Households	359	1,334	4,605
Avg HH Income	\$77,801	\$70,812	\$68,856
Avg House Value	\$395,867	\$354,324	\$373,696

Rents per Koontz & Salinger NCHFA market study (Aug 2025).
Demographics via AlphaMap. Figures subject to independent verification.



Top: immediate context at Market St & N. 30th St, with WAVE Transit stop across Market Street. Bottom: regional position — 2 miles to downtown Wilmington and the riverfront, under 4 miles to Wilmington International Airport (ILM), with UNCW, Mayfaire, and the New Centre retail corridor east via US-17/74. Retail nearby includes Costco, Kohl's, and the New Centre Market corridor.

THE SITE

PROPERTY & NEXT STEPS



- **Site today:** The Azalea Inn & Suites motel (1963) remains **open and continuously operating**, generating interim holding income at Market & N. 30th Street while a buyer completes predevelopment — or clears the site for the approved program.
- **Utilities & access:** Municipal water/sewer in adjacent rights-of-way; two street frontages; 59 existing parking spaces.
- **Offering process:** Offers reviewed as received. Available due-diligence reports and entitlement documents will be provided to qualified buyers upon execution of confidentiality terms.

CONTACT EXCLUSIVE BROKER

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