UNCW is located at 601 South College Road (NC 132), situated roughly five miles east of Historic Downtown Wilmington and five miles west of Wrightsville Beach.

If traveling from the North to Wilmington via I-40
- I-40 becomes South College Road (NC 132) once the interstate ends.
- Continue traveling south (there is no need to turn off) on South College Road approximately 3.5 miles.
- Turn left onto Hurst Drive at the traffic light.

If traveling from the South & West to Wilmington via US 17/74/76
- After crossing the Cape Fear Memorial Bridge, US 76 becomes Dawson Street. Continue on Dawson Street approximately 1.5 miles.
- Dawson Street (US 76) will bear right and become Oleander Drive.
- Continue on Oleander Drive approximately 2.5 miles until it intersects with South College Road (NC 132).
- Turn left onto South College Road (a green highway sign will direct traffic towards UNCW in the left turn lanes).
- Travel approximately 1 mile north.
- Turn right onto Hurst Drive at the traffic light.

If traveling from the North to Wilmington via US 17
- US 17 becomes Market Street (US 17 Business) in Wilmington. Continue traveling south on Market Street, by bearing to the right (following the signs to Wilmington).
- Go under the overpass at the junction of NC 132 and US 117, and immediately turn left at the traffic light onto South College Road (NC 132).
- Continue on South College Road approximately 1.5 miles.
- Turn left onto Hurst Drive at the traffic light.

If traveling from Wilmington International Airport
- Turn left out of the airport onto 23rd Street.
- Continue approximately 1.5 miles South.
- Turn left onto Martin Luther King, Jr. Parkway (just before you arrive at EUE/Screen Gems Studios on the right).
- Continue approximately 3.0 miles to the South College Road (NC 132).
- Turn right onto South College Road for approximately 2.5 miles.
- Turn left onto Hurst Drive at the traffic light.