

# EASTFIELD

A SMART MIXED-USE DEVELOPMENT

RALEIGH-DURHAM, NC-VA

JOHNSTON COUNTY

SELMA/SMITHFIELD

LOCATED AT I-95 & I-42/HWY 70



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**NS** New South  
Properties  
OF THE CAROLINAS, LLC

# PROJECT OVERVIEW

## PROPERTY OVERVIEW

**Eastfield** is conveniently located on I-95 at exits 97 and 98 (Selma) in the greater Raleigh metro area. Highway 70 (Exit 97) is the future Interstate 42 and provides easy access to the development.

**Eastfield** is a 435 acre mixed-use development includes a unique combination of retail, hospitality, manufacturing and residential properties. Centrally located, Eastfield will serve its local and regional trade area population of over 400,000, as the I-95 traveler with over 7 million visitors per year due to its strategic location as the half-way point along I-95 connecting Portland, ME to Miami, FL.

When complete, the smart city planned development entitled for over 3 million square feet of developed space, will include over 500,000 SF of retail, 1.5 million SF of industrial space, 348 multi-family units and 211 single family units.

**Eastfield** is more than a development, it is designed as a community to serve the surrounding community. A community where you can live, work and play. A community that provides employment to surrounding communities and becomes a destination for shopping, dining and overnight stay.



± 500,000 SF Retail;  
Phase I Retail Now Open



Target & BJ's Wholesale  
Opening in 2026



I-95 is the main north-south corridor on the East Coast serving 110 million people



Traffic count at I-95 at US 70:  
50,805 VPD



0.5 - 1.5 acre Outparcels  
Available for Lease



Retail/Restaurant  
space available for  
lease



Trade Area  
Population (2025):  
400,313



Total Retail  
Expenditure:  
\$7.73B

# PROJECT OVERVIEW

## MASTER SITE PLAN



# SITE PLAN

## RETAIL



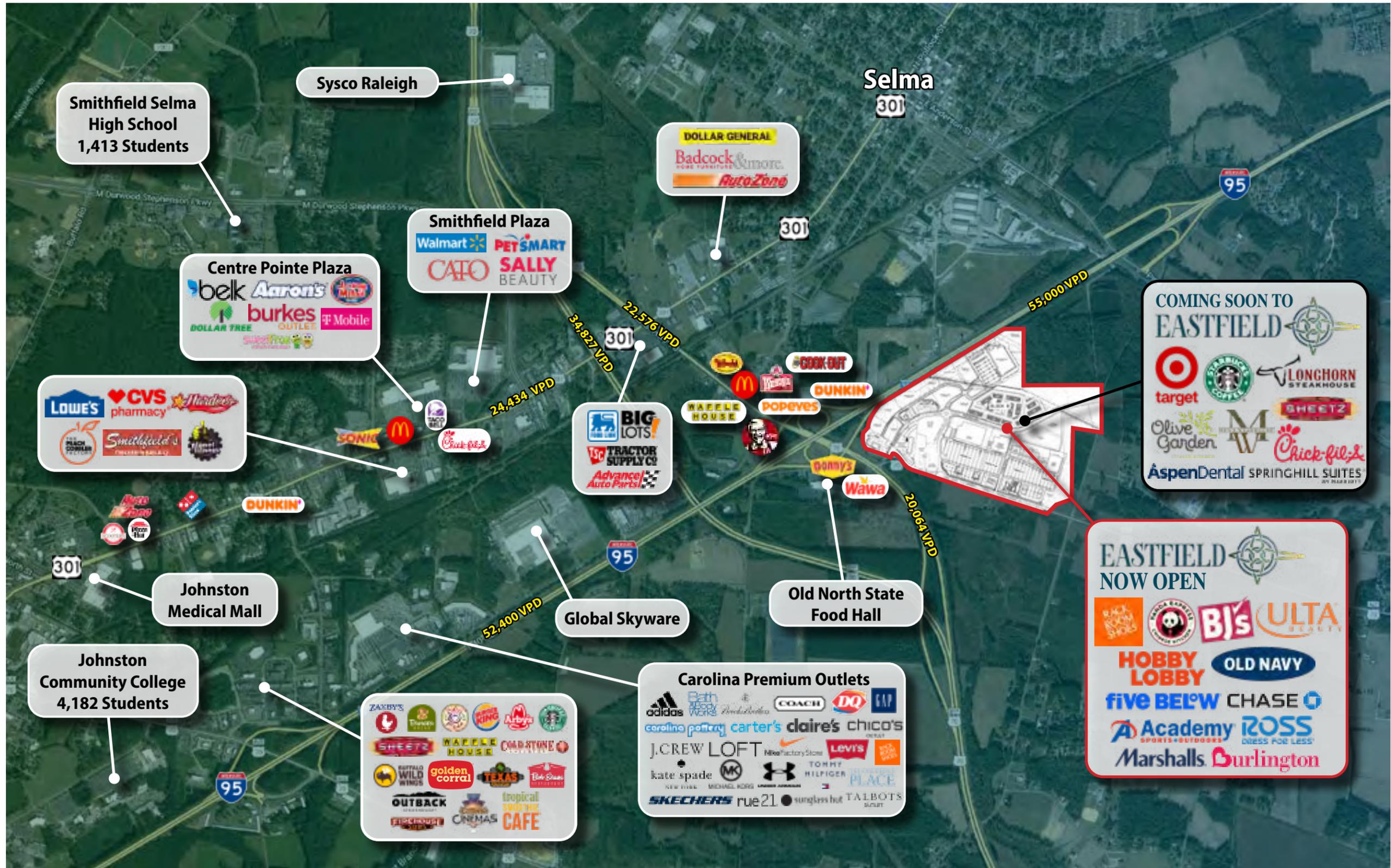
# SITE AERIAL

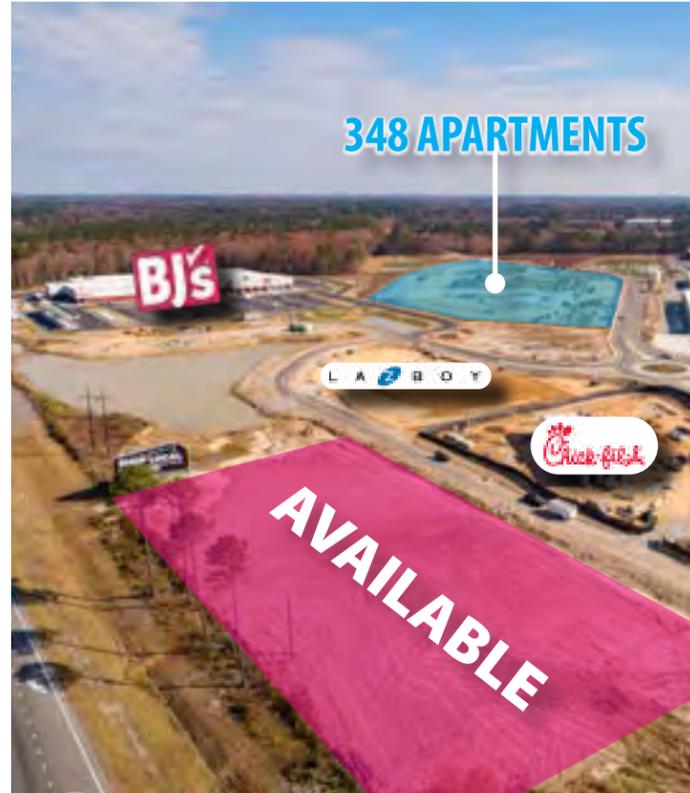
## RETAIL



# MARKET AERIAL

## SURROUNDING RETAIL





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Click [HERE](#) to view Eastfield's story.



# DEMOGRAPHICS

## TRADE AREA DATA



400,313

\$96,802

\$75,838

155,041

162,137

245,162

\$7.73B

38

POPULATION

AVERAGE HH  
INCOME

MEDIAN HH  
INCOME

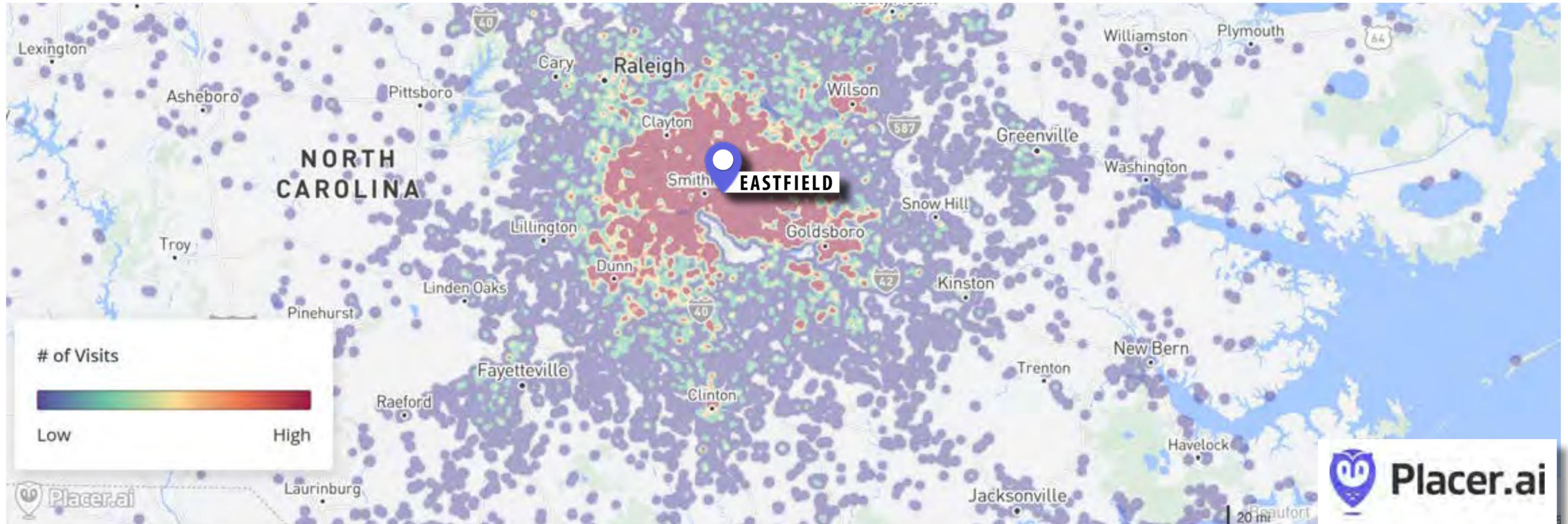
HOUSEHOLDS

SOME COLLEGE  
OR MORE

DAYTIME  
POPULATION

RETAIL  
EXPENDITURE

MEDIAN AGE





# JOHNSTON COUNTY AT A GLANCE

**Johnston County** is the fastest growing county in North Carolina, with a strong economy fueled by its proximity to Raleigh’s Research Triangle and a highly educated, welltrained workforce. Known as the Triangle East Region, Johnston County has experienced a decade of extraordinary growth in its economy and is now one of North Carolina’s hottest growth corridors attracting billion-dollar investments and creating thousands of jobs.

AdVenture Development, founded in 2005 by Kevin Dougherty, is an established developer of commercial real estate assets in the Mid-Atlantic region with projects in Pennsylvania, Ohio, West Virginia, Virginia and North Carolina.

Recently completed project, McCandless Crossing is a 1.2 million SF mixed-use development in the North Hills of Pittsburgh, PA. Located on approximately 135 acres, McCandless Crossing includes retail, medical, hospitality, office, entertainment, residential and senior living. National retailers include Lowe’s Home Improvement, TJ Maxx, Sierra Trading Co., Home Goods, Old Navy, Trader Joe’s, Cinemark, LA Fitness, and CVS.

-  Johnston County Population (2025): **251,226**  
Projected Population (2030): **282,899**
-  **#6** Residential growth in North Carolina
-  **Fastest** growing county in North Carolina
-  I-95 is the main north-south corridor on the East Coast serving **110 million people**
-  Trade Area Population (2025): **400,313**
-  **50+ Miles** of new freeways have been added since 2000



## LABOR FORCE

JOHNSTON AREA	
191,097	TOTAL LABOR FORCE
.....	
125,136	TOTAL EMPLOYED
.....	
2.6%	UNEMPLOYMENT RATE
TRIANGLE EAST TRADE AREA	
219,642	TOTAL LABOR FORCE
.....	
214,288	TOTAL EMPLOYED
.....	
2.4%	UNEMPLOYMENT RATE

# JOHNSTON COUNTY MAJOR EMPLOYERS



\* COMING TO EASTFIELD CROSSING

# EASTFIELD



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