

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, 380 multi-family units and 224 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



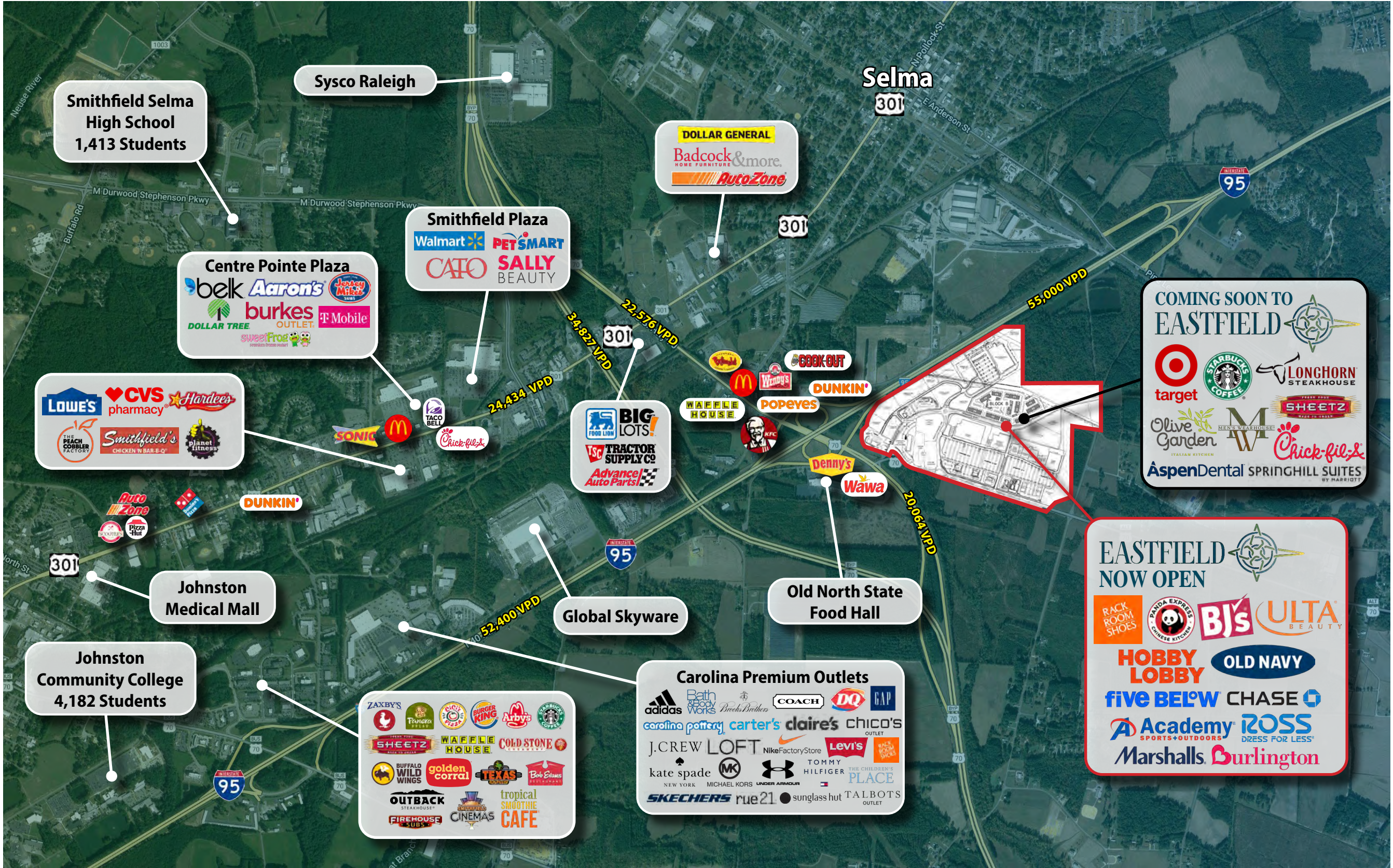
SITE AERIAL

RETAIL



MARKET AERIAL

SURROUNDING RETAIL





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



DEMOGRAPHICS

TRADE AREA DATA



400,313

POPULATION



\$96,802

AVERAGE HH
INCOME



\$75,838

MEDIAN HH
INCOME



155,041

HOUSEHOLDS



162,137

SOME COLLEGE
OR MORE



245,162

DAYTIME
POPULATION



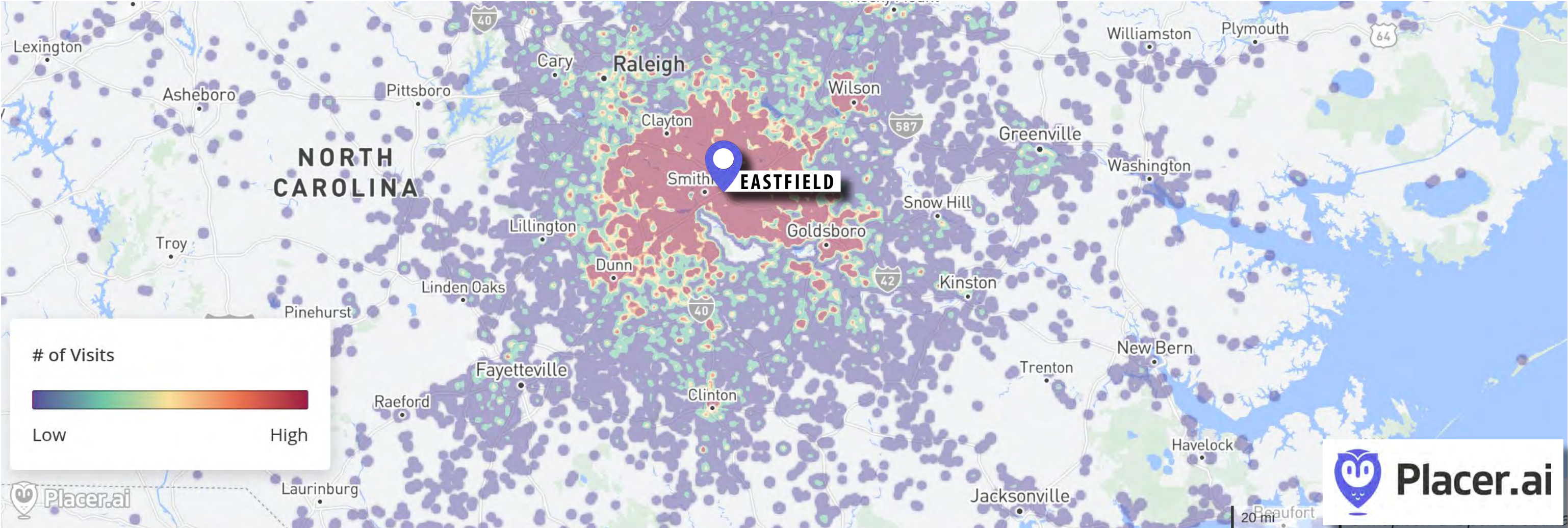
\$7.73B

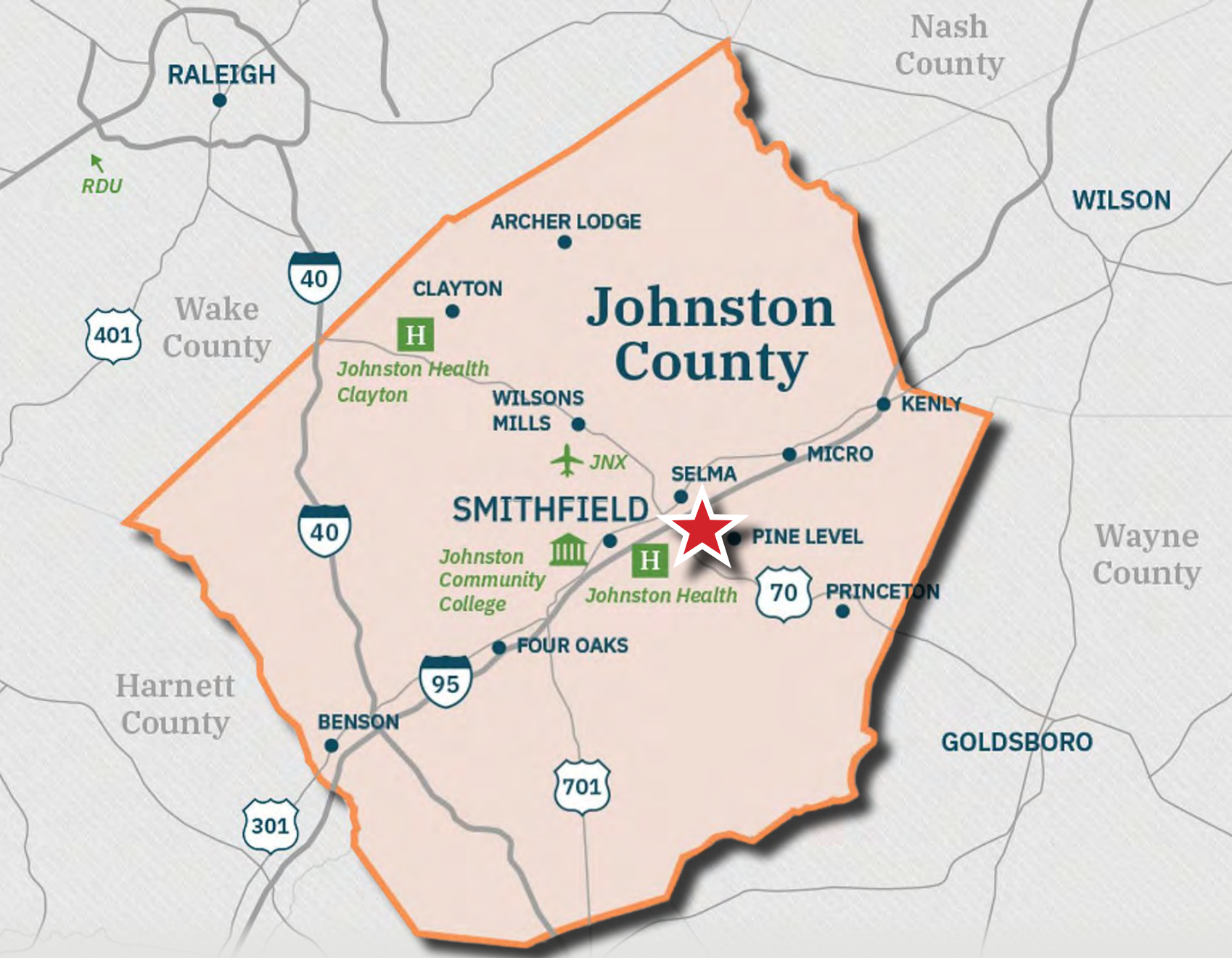
RETAIL
EXPENDITURE



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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, Dick's Sporting Goods, Home Goods, Old Navy, Trader Joe's, Cinemark, LA Fitness and CVS.



Johnston County Population (2025): **251,226**
Projected Population (2030): **282,899**



Fastest growing county in North Carolina



Trade Area Population (2025): **400,313**



#6 Residential growth in North Carolina



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



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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