

EASTFIELD

A SMART MIXED-USE DEVELOPMENT

RALEIGH-DURHAM, NC-VA

JOHNSTON COUNTY
SELMA/SMITHFIELD

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



DALE HALL
704.927.2880
dhall@newsouthprop.com

PAULA SAUNDERS
704.927.2892
psaunders@newsouthprop.com

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



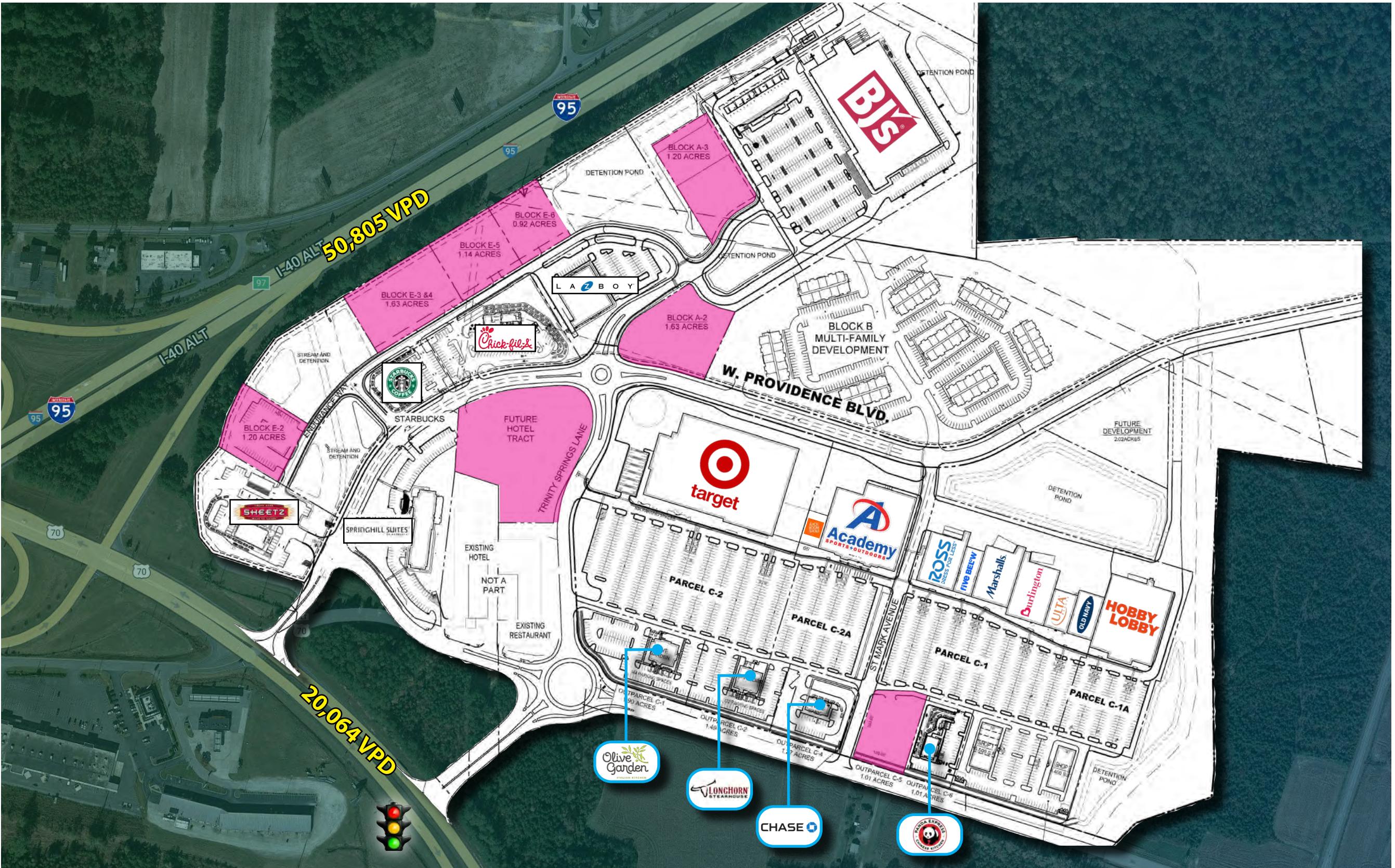
Total Retail
Expenditure:
\$7.73B

PROJECT OVERVIEW

MASTER SITE PLAN



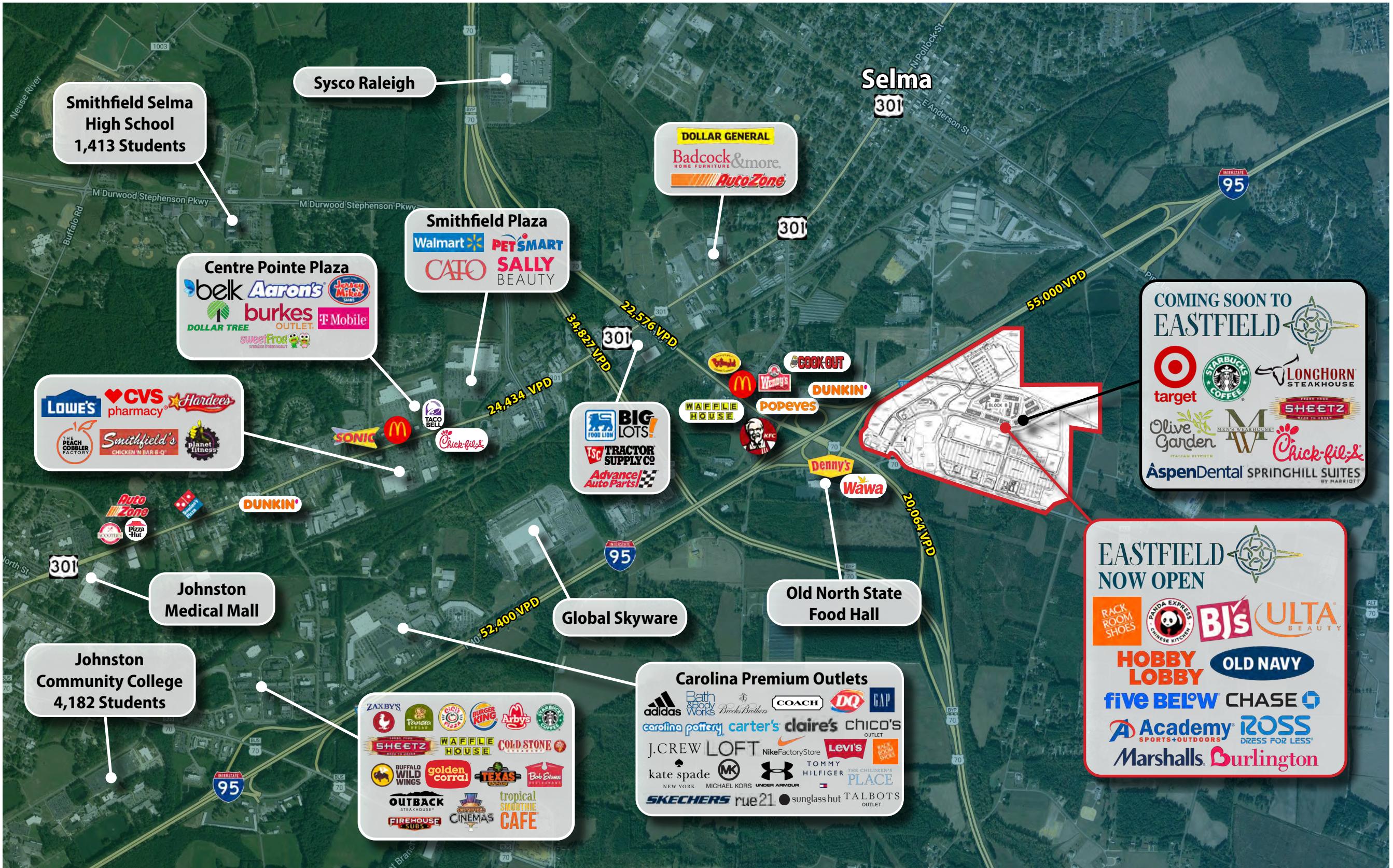
SITE PLAN RETAIL



SITE AERIAL RETAIL



MARKET AERIAL SURROUNDING RETAIL

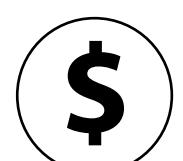




Click [HERE](#) to view Eastfield's story.



DEMOGRAPHICS TRADE AREA DATA



400,313

\$96,802

\$75,838

155,041

162,137

245,162

\$7.73B

38

POPULATION

AVERAGE HH
INCOME

MEDIAN HH
INCOME

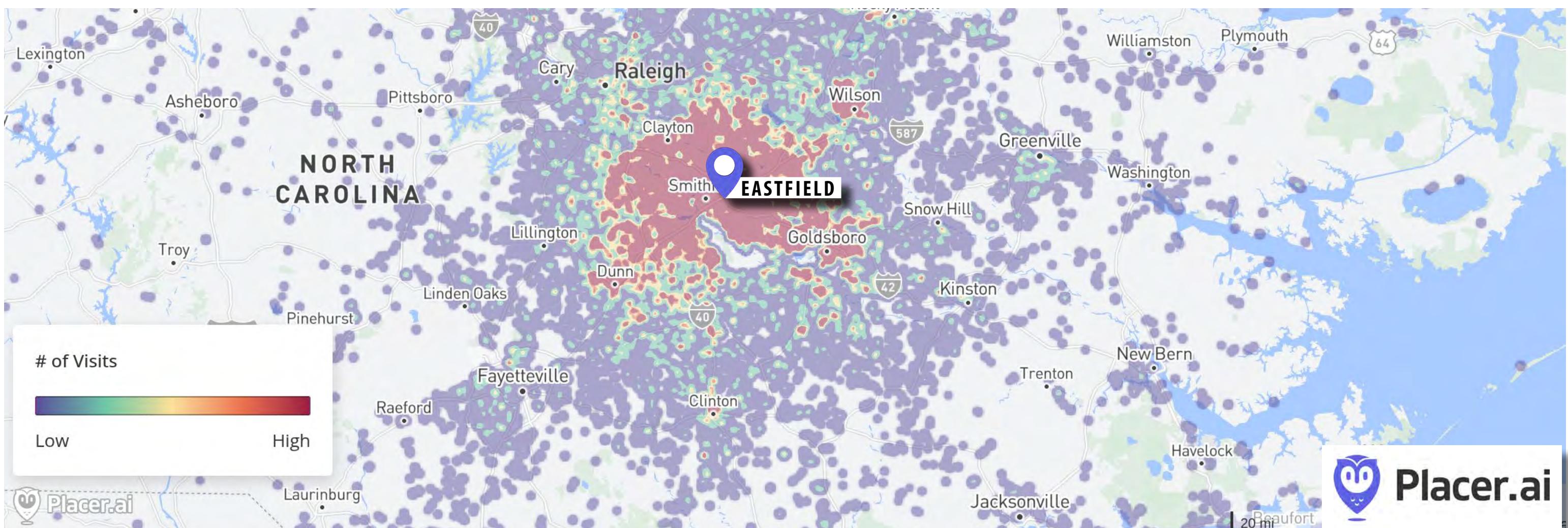
HOUSEHOLDS

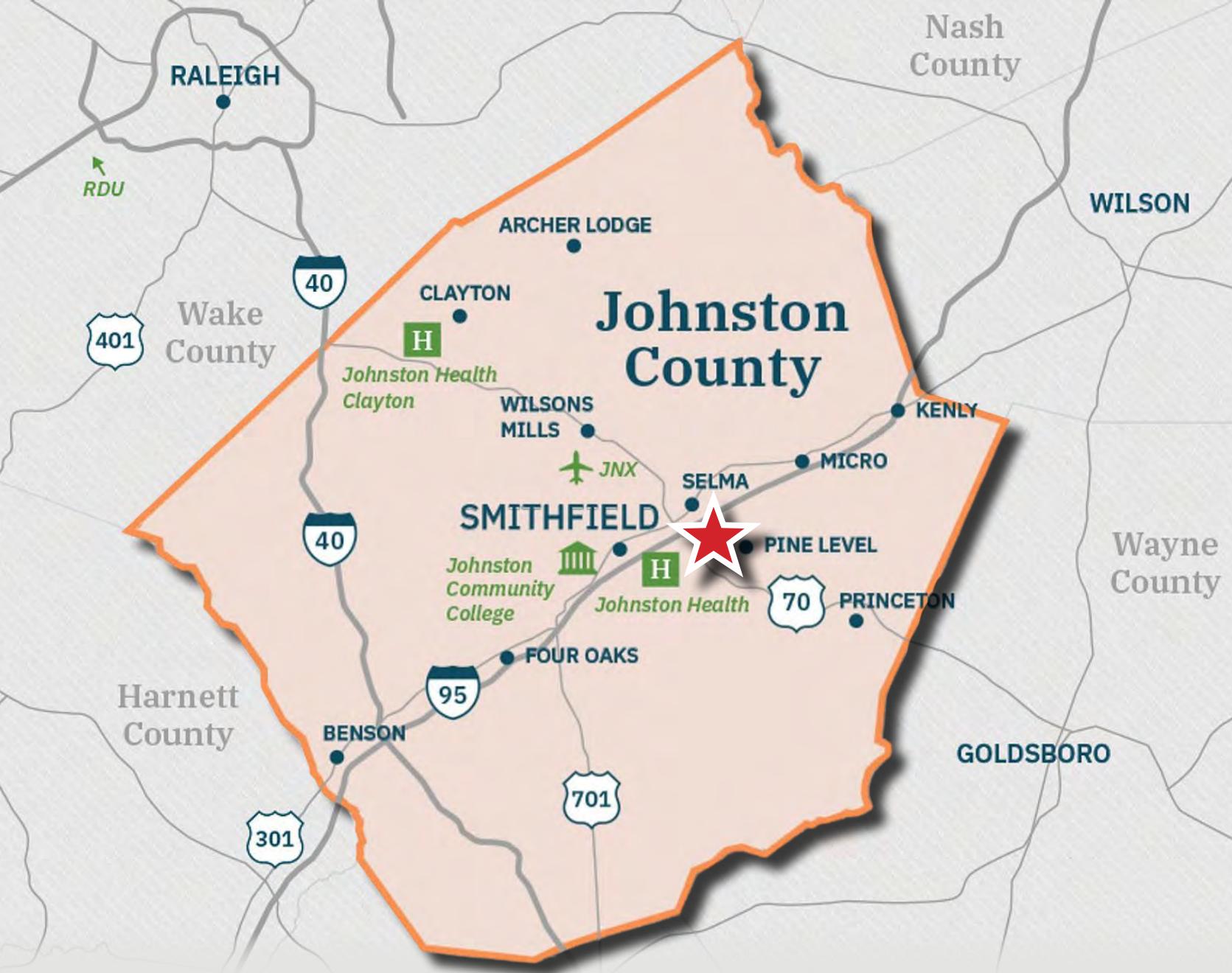
SOME COLLEGE
OR MORE

DAYTIME
POPULATION

RETAIL
EXPENDITURE

MEDIAN AGE





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



#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



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

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 MAJOR EMPLOYERS



CATERPILLAR



ASPLUNDH

JOHNSTON
UNC HEALTH CARE

GRIFOLS

*VEETEE

Sysco™

AAF | Flanders®

Principle
lnc

Precision Air

AirFlow®

*COMING TO EASTFIELD CROSSING

EASTFIELD



FOR LEASING INQUIRIES, CONTACT:

DALE HALL

704.927.2880

DHALL@NEWSOUTHPROP.COM

PAULA SAUNDERS

704.927.2892

PSAUNDERS@NEWSOUTHPROP.COM

1518 E. Third Street, Suite 200, Charlotte, NC 28204
newsouthprop.com

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