

EASTFIELD



A SMART MIXED-USE DEVELOPMENT
LOCATED AT I-95 & I-42/HWY 70

Raleigh-Durham, NC - VA | Johnston County | Selma/Smithfield

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NS New South
Properties
OF THE CAROLINAS, LLC

PROJECT OVERVIEW

Strategic Regional Retail & Mixed-Use Destination

Eastfield is a 435-acre mixed-use development strategically located at I-95 exits 97 and 98 in Selma, NC. Positioned along US-70 and the future I-42 corridor, the project offers exceptional regional access and visibility within one of North Carolina’s fastest-growing trade areas.

When complete, Eastfield will feature more than **3 million square feet of development**, including over **500,000 SF of retail, 1.5 million SF of industrial space, 348 multifamily units, and 211 single-family homes**. Designed as a true live-work-play destination, Eastfield will serve both local residents and the more than **7 million travelers** passing through the corridor annually.

KEY LOCATION ADVANTAGES



SUPER REGIONAL ACCESS
via I-95, US-70 & future I-42



7+ MILLION ANNUAL VISITORS
traveling the I-95 corridor



434,907 TRADE AREA POPULATION
serving eastern North Carolina



LIVE • WORK • PLAY DESTINATION
retail, residential & industrial uses



3M+ SF OF PLANNED DEVELOPMENT
across 435 acres

434,907

Trade Area
Population (2026)

\$7.73B

Total Retail
Expenditure

50,805 VPD

Traffic Count at I-95 &
US-70



±500,000 SF
Retail Phase I Now Open



Target & BJ's
Opening 2026



Outparcels Available
0.5 – 1.5 Acres

Master Site Plan



Retail



SITE PLAN

Retail



SITE PLAN

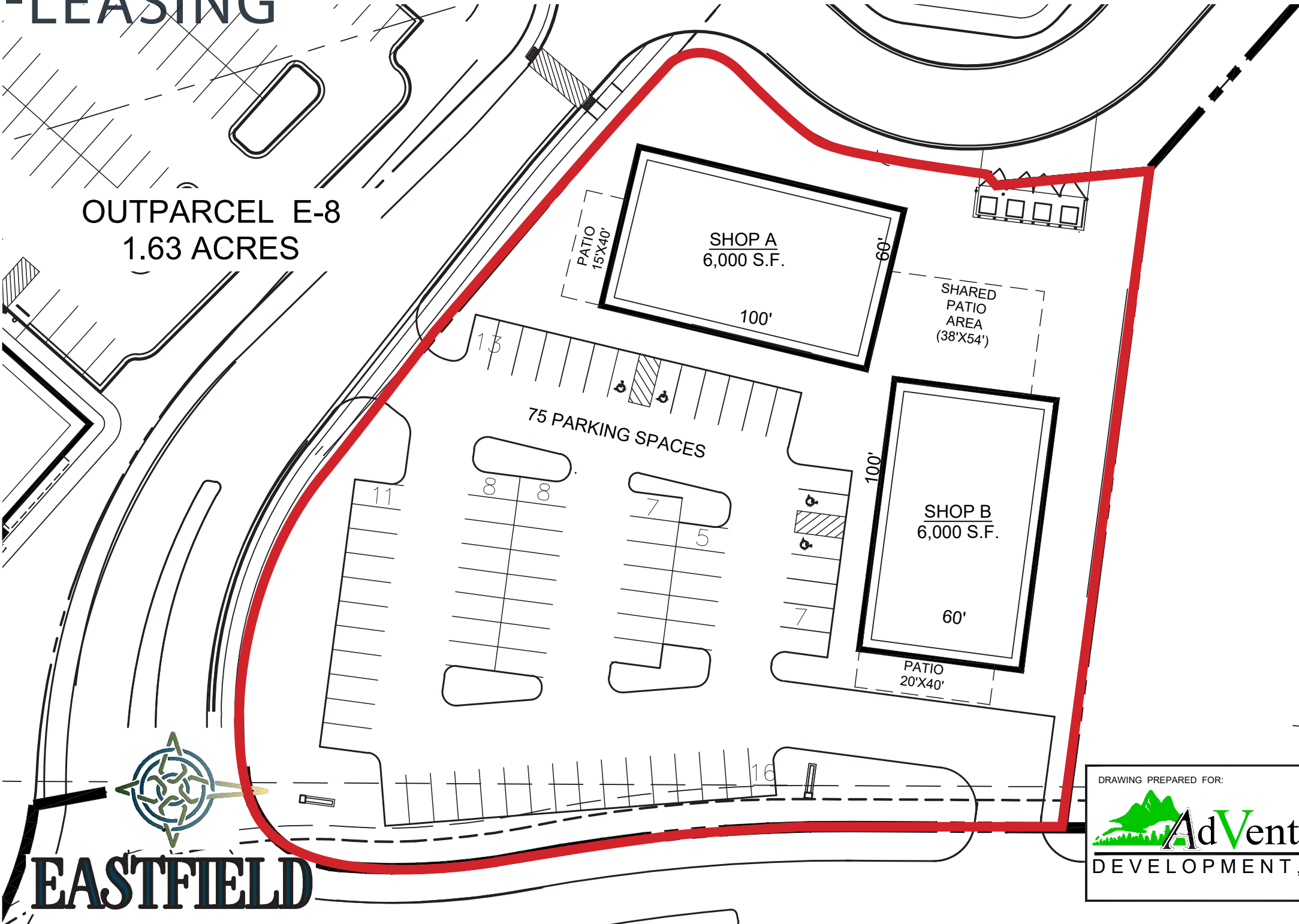
Retail



OVER
500,000 SF
OF NEW RETAIL AT
THE INTERCHANGE

NOW PRE-LEASING

Small Shops



OUTPARCEL PLAN PREPARED BY:

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OP-1 -
OUTPARCEL PLAN
SCALE: 1' = 50'-0"
DATE: 4-21-26



DRAWING PREPARED FOR:

AdVenture
DEVELOPMENT, LLC

NS New South
Properties

MARKET AERIAL

Surrounding Retail



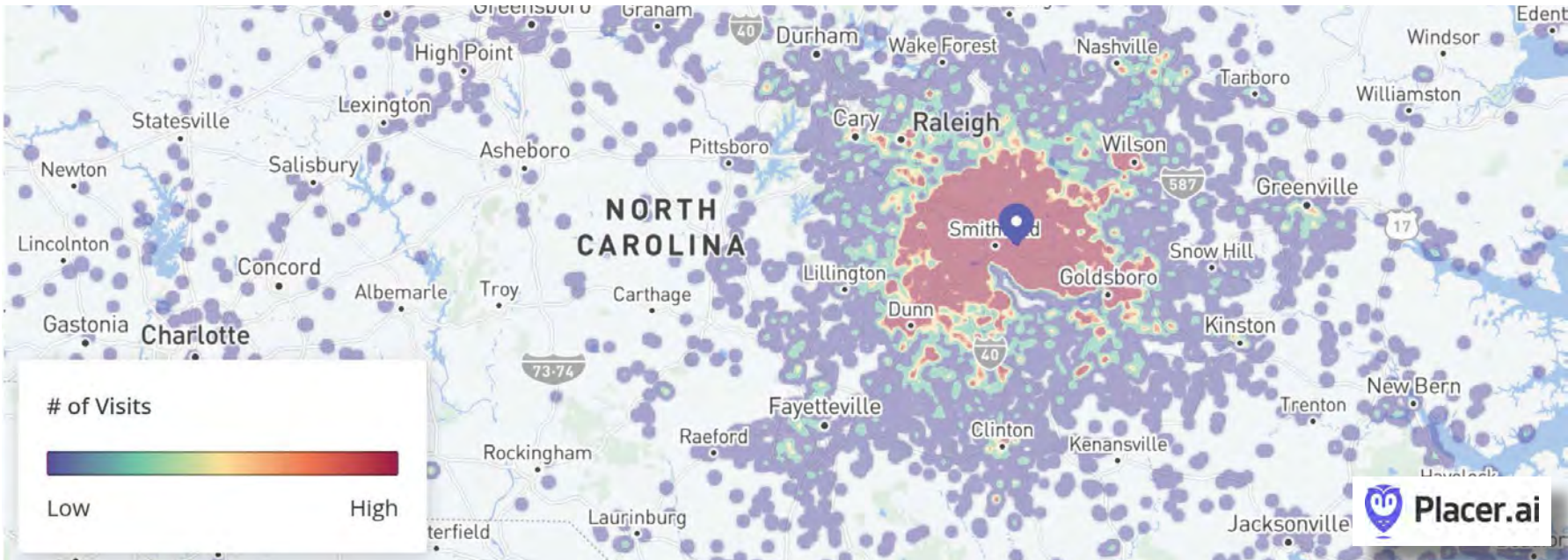


Click [HERE](#) to view Eastfield's story.



DEMOGRAPHICS | TRADE AREA

Strong population growth, expanding labor force, and robust household income drive demand across multiple sectors and make the area an attractive market for retailers.



MARKET OPPORTUNITY

Johnston County and surrounding trade area represents one of North Carolina’s strongest long-term consumer markets. Population growth, rising household incomes, increasing educational attainment, and significant appreciation in home values create favorable conditions for businesses targeting families, homeowners, professionals, and emerging suburban communities. With its projected population growth over the next several decades, the county is expected to remain a key destination for retail, healthcare, housing, financial services, and consumer-focused investment.



TRADE AREA

EASTFIELD CROSSING serves a trade area population of over 400,000 made up of Johnston County and surrounding communities along the I-95 corridor and Hwy 70/I-42 corridors with a strong regional draw and consistent visitation pattern.



GROWTH AND ECONOMIC DRIVERS

- Infrastructure improvements including I-42, I-40 widening, I-540 Southern Loop
- Proximity to Raleigh, Research Triangle Park and major research universities
- Access to Raleigh-Durham International Airport and excellent transportation links.
- Diverse and expanding employment base supporting long-term economic growth.
- Labor force exceeding 191,000 employees.
- Projected annual growth rate is currently around 3.5%, with short-term targets of over 290,000 residents by 2030 and long-term projections exceeding 600,000 by 2050.



CONSUMER PROFILE

- Young and family-oriented population
- Rapidly expanding residential communities
- Strong homeownership rates and growing home equity
- Middle- and upper-middle-income households
- Increasing numbers of professionals commuting within the Research Triangle region
- High demand for housing, healthcare, education, retail, and lifestyle services
- Growing market for financial, insurance, and home-related products

MARKET OVERVIEW

Eastfield crossing is located along one of North Carolina’s fastest growing corridors



JOHNSTON COUNTY is one of North Carolina’s most dynamic growth markets, combining rapid population expansion with rising household wealth and a strong family-oriented consumer base. Current population is approaching **260,000 residents** and is projected to exceed **290,000 residents by 2030**. With long-term forecasts of continued growth at **3.5% annually**, population is expected to exceed **610,000 by 2050**.

GROWTH & DEMOGRAPHICS: The area’s **median age of 37.9** reflects a relatively young population characterized by working-age adults, young professionals, and growing families

INCOME & SPENDING POWER: The area households demonstrate strong economic stability, **with a median household income of \$83,384**. reflects a predominantly middle to upper middle income consumer base with growing discretionary purchasing power.

HOUSING & WEALTH INDICATORS: Residential growth has contributed to increasing household wealth as property values have risen 77%, reflecting strong housing demand and ongoing investment throughout the county.

EDUCATION & WORKFORCE: The area benefits from an increasingly educated workforce, with **41.6% of adults holding an associate degree or higher**. The labor force includes a mix of skilled trades, healthcare professionals, educators, manufacturing employees, technical specialists, and business professionals, supporting a diverse local economy.

CONSUMER CHARACTERISTICS: The area’s consumer base consists largely of affluent, family-oriented adults in their late 30s with strong purchasing power and a suburban lifestyle mindset. Rapid population growth and continued residential development with a continuous influx of new residents supports a dynamic consumer environment with increasing demand across multiple sectors.

434,907
TRADE
AREA POP

\$7.73B
RETAIL
EXPENDITURE

41.6%
COLLEGE DEGREE
OR HIGHER

37.7
MEDDIAN
AGE

JOHNSTON COUNTY MAJOR EMPLOYERS



* COMING TO EASTFIELD CROSSING

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