



## For Immediate Release

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### **EASTFIELD ANNOUNCES FIRST RETAIL TENANTS**

Groundbreaking planned for Spring 2023

Selma, NC (December 2, 2022) – Adventure Development, LLC, is pleased to announce its first retail tenants at Eastfield, a mixed-use development in Selma, North Carolina, in the Raleigh metro market.

Hobby Lobby, Old Navy, Ulta Beauty, Marshalls, Ross, Burlington, and Five Below will be the first tenants in Phase 1 of a 200,000 SF retail development in Eastfield, located at Exit 97 and 98 off I-95. Construction will begin in Spring 2023 with planned opening dates in 2024.

Eastfield is a 3 million SF master planned, mixed-use development comprised of a business park, retail, medical, coworking, hospitality, entertainment, senior and residential living on 400 +/- acres of land.

Recently completed projects in the development include Shield Republic, Carolina Wholesale Flooring and Old North State Food Hall at Triangle East Collaborative (TEC) and Do Good Foods at Eastfield Business Park. Eastfield Coworking and an event/conference center are planned for 2023 at TEC.

AdVenture Development President Kevin Dougherty said, “We’re thrilled to bring these well-known retailers to Johnston County. We know that residents are anxious to have their favorite retailers closer to home and work, and we look forward to welcoming these stores to our community.”

New South Partners of Charlotte, NC is handling retail leasing for Eastfield. To learn more about Eastfield and AdVenture Development, LLC, visit [adventuredev.com](http://adventuredev.com).

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*About [AdVenture Development, LLC](http://AdVenture Development, LLC): AdVenture Development, located in Selma, NC, focuses on commercial real estate development projects across several states. The firm developed Old North State Food Hall. Recent projects include Eastfield, a 3+ million square foot mixed use project at Exits 97 and 98 on I-95 in the Triangle East Raleigh metro area, Triangle East Collaborative (TEC), and McCandless Crossing, a 1.2 million square foot mixed use development in Pittsburgh, PA.*