



For Immediate Release

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EASTFIELD TO WELCOME TARGET

Target joins other retail tenants planned for mixed use development

Selma, NC (January 8, 2024) – Adventure Development, LLC, is pleased to announce that Target will open a new location at Eastfield, a mixed-use development in Selma, North Carolina, in the Raleigh metro market.

Target will join other retail tenants Hobby Lobby, Old Navy, Ulta Beauty, Marshalls, Ross, Burlington, and Five Below in Phase 1 of a 200,000 SF retail development in Eastfield, located at Exit 97 and 98 on I-95. Construction in the retail development phase is underway with the first tenants opening later this year.

Target will build an approximately 130,000 SF store, to be located at 551 Saint Mark Avenue, along Highway 70A and accessed from the Highway 70 intersection.

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 Eastfield Business Park Building 100.

AdVenture Development President Kevin Dougherty said, “We’re thrilled to welcome Target to Johnston County. When we conducted surveys, Target was the retailer that people wanted most in their community. With our diverse mix of retailers in Eastfield, residents can now look forward to having their favorite shops close to home and work.”

To learn more about Eastfield and AdVenture Development, LLC, visit adventuredev.com.

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About 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.