



For Immediate Release

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### **EASTFIELD MIXED USE DEVELOPMENT BEGINS TO TAKE SHAPE**

Business park tenant leads the way as other projects progress

Selma, NC (July 6, 2022) – With the recent announcement of Do Good Foods bringing its food recycling production company to Building 100 at Eastfield Business Park, Adventure Development's 3 million+ SF mixed use development project in Selma begins to take shape.

Do Good Foods, which turns excess food from grocery stores into animal feed, plans to invest more than \$100 million over the next 12 to 18 months as it retrofits its new Selma operation and hire 100 workers with annual wages averaging more than \$60,000.

With Building 100 leased, AdVenture Development plans to break ground on Building 200, a 175,000+ SF Class A Industrial Product, later this year. Phoenix Commercial Properties will serve as the leasing agent.

Other active projects at Eastfield include:

**RETAIL** - Seven national tenants have signed leases to move into 200,000 SF of retail space in Phase I of Eastfield Crossing.

**MULTI-FAMILY** - Under agreement with a real estate developer to build a large, multi family garden apartment development with amenities.

**RESIDENTIAL** - Entertaining letters of intent to develop a single family residential development, to include medical and senior living.

**LODGING** – Design is completed on a 104-room Springhill Suites by Marriott. Construction is slated to begin in 2023.

**DINING** - Old North State Food Hall is slated to open at Triangle East Collaborative in early Fall 2022. Supply chain issues related to securing restaurant equipment have caused delays. Hospitality HQ will manage the food hall. A chef-curated list of vendors will be announced soon.

AdVenture Development President Kevin Dougherty stated, “Senator Brent Jackson and Representative Larry Strickland have been great supporters of smart development in North Carolina, and we sincerely appreciate their efforts and vision for this area. We’re also so thankful to the Town of Selma and Johnston County for all the encouragement, support and insight they’ve provided along the way. It’s been a team effort from all involved, and we’re excited to grow in Johnston County!”

For more information about AdVenture Development, visit [adventuredevelopment.com](http://adventuredevelopment.com).

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**About AdVenture Development:** *AdVenture Development, located in Selma, NC, focuses on commercial real estate development projects. The company is developing Eastfield, a more than 3 million SF mixed use property located on I-95 and Highway 70 in the Triangle East Raleigh metro area. Plans include a business park, retail space, residential, senior living, a hotel, restaurants and the nation’s only roadside food hall.*

*Other properties include Triangle East Collaborative in Selma, Pine Needle Square in Smithfield, and McCandless Crossing, a mixed-use development in the North Hills area of Pittsburgh.*