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Sprawling JoCo development sees interest from major retailers, industrial users

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Work is picking up at one of the largest mixed-use developments in the Triangle.

At full buildout, Eastfield Crossing plans to bring about 3 million square feet of industrial, retail, medical and housing space to the Interstate 95 corridor outside Selma. And the project has seen a flurry of announcements lately.

"We're really excited about our prospects for the future," said Kevin Dougherty, president and owner of AdVenture Development, the developer behind Eastfield. "I think there's certainly room for some really unique draws."

Construction on the shell of Building 100, the first industrial building within the park, is slated to finish by the end of April, Dougherty said.



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The project includes industrial, retail, medical and housing space.

He said interest has been high for the 135,000-square-foot building especially given the ultra-low vacancy rate for industrial space in the Triangle. The goal is to have a tenant in place before summer. ARCO Design/Build is providing design and construction services and Phoenix Commercial is handling leasing for the building.

More industrial development is slated for Eastfield, as it recently landed a \$750,000 grant from the North Carolina Railroad Company that will be used to help clear about 100 acres of the park that could attract a large industrial user. Eastfield was one of six North Carolina sites to land a grant from NCR, along with Iron Horse Industrial Park in Aberdeen.

On the retail end of things, Carolina Wholesale Flooring recently announced it was opening a location within the Triangle East Collaborative (TEC) in Eastfield. The company is a wholesaler for luxury vinyl and laminate flooring.

Also within TEC will be Old North State Food Hall, which is set to open in early summer. Dougherty said the goal is to have the food hall open for the busy summer travel season as Johnston County sits halfway between New York and Miami.

Other major retailers are eyeing Eastfield, too, Dougherty said. He declined to name names but said, "I hope to be able to make an announcement in the next month or so with seven anchors and junior anchors in our Phase I that will ideally be opened in the summer of '23."

All the approvals are in place for a 104-room SpringHill Suites by Marriott hotel, and Dougherty aims to break ground on that before year end. The hotel is the first of three planned within Eastfield.

Eastfield also calls for 200,000 square feet of medical space in the future as well as hundreds of single-family homes and multifamily units.

Eastfield is one of the developments that is set to reshape Johnston County. The county, formerly known as an agriculture hub, is becoming more developed by the day as people flock to the area. Johnston County was the fastest-growing county in North Carolina during the 2010s.

Elsewhere in the county, the Copper District in Clayton is set to deliver the county's first Class A office space as well as hundreds of single-family homes, apartments, retail shops and restaurants.

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