

**I-95 FLAGSHIP C-STORE OPPORTUNITY**



**1149 PINE LEVEL-SELMA RD**  
**Selma, NC 27576**

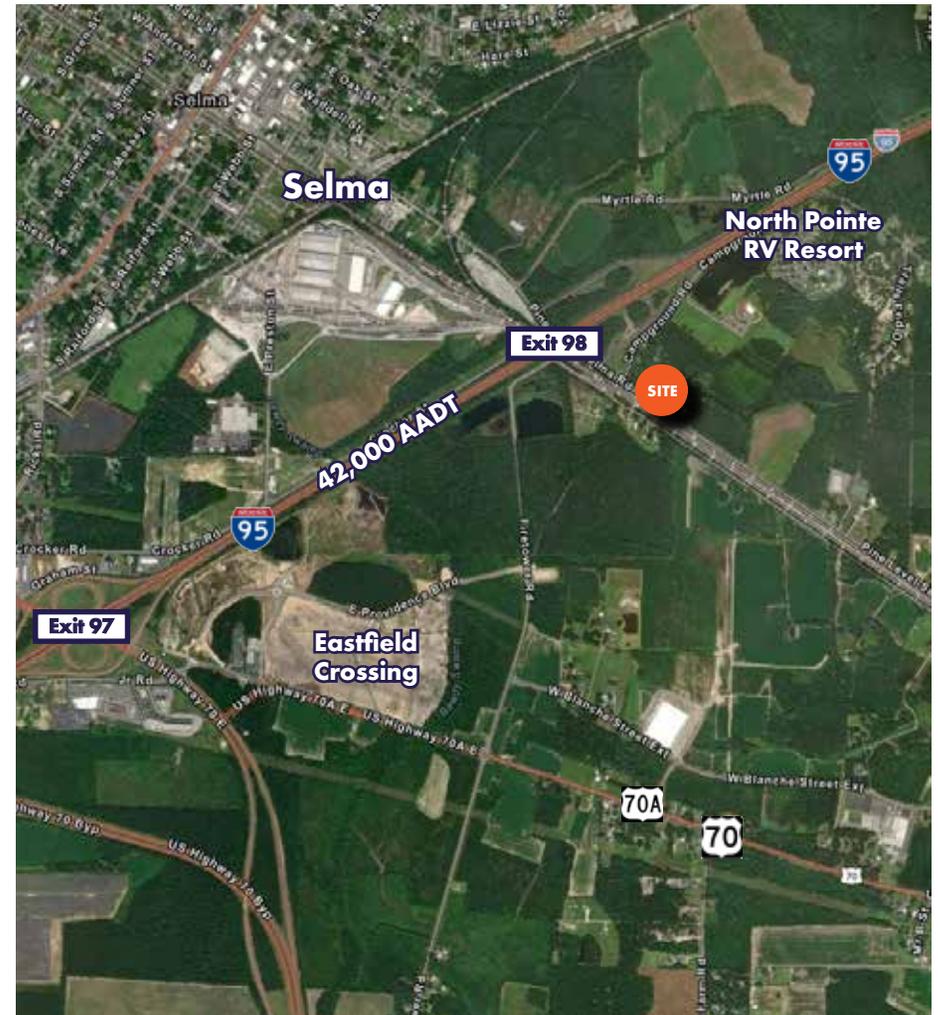


## THE OPPORTUNITY

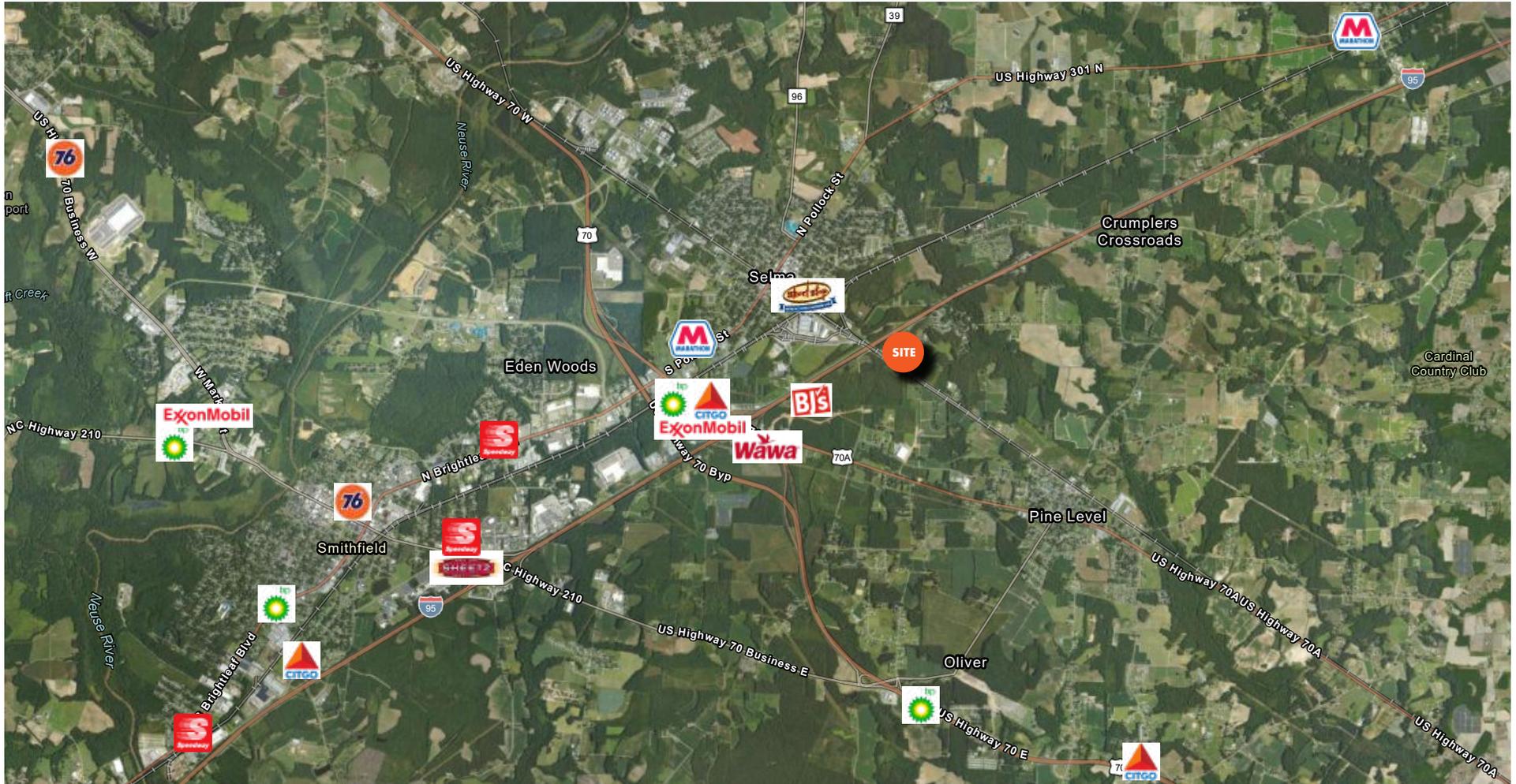
### Exit 98: Ready for a Modern Flagship C-Store

Selma's Exit 98 along I-95 is poised for transformation. Legacy "gas-only" stations remain, but no true destination C-store has claimed this interchange. The arrival of Wawa at Exit 97 confirms national demand for modern convenience retail in the Selma corridor. With Eastfield Crossing adding thousands of rooftops and regional retail next door, this site is the rare chance to establish a flagship C-store presence at Exit 98 — securing loyalty from travelers, RV visitors and new residents before the competition fills in.

- **Prime Exposure:** Direct frontage along I-95 via Campground Road access.
- **Validated Market:** Wawa under construction at Exit 97 demonstrates demand.
- **Anchored by Growth:** Next to Eastfield Crossing, NC's largest mixed-use development.
- **Captive Demand:** Multiple RV parks (including North Pointe RV Resort), campgrounds and thousands of new rooftops.
- **Competitors Are Distant:** Nearest Sheetz/Speedway still 2+ exits away.
- **Next Flagship Site:** Opportunity to claim Exit 98 as the modern C-store destination.



Wawa Chose Exit 97 – Claim Exit 98



**BJS** is currently under construction.

**Wawa** is set to begin construction.



## Adjacent to Eastfield Crossing: NC's Largest Mixed Use Development

Eastfield is a 3.0 million sq. ft. master planned, mixed-use development comprised of a business park, retail, medical, professional space, hospitality, entertainment and senior living as well as single- and multi-family residences situated on ±435 acres of land. The Eastfield development will create a unique and pleasant environment serving the Triangle East region of Raleigh. Reported by the Johnston County Economic Development Board, Johnston County is the fastest growing county in NC, with over 205,000 current residents and is growing at a pace of 10,000 residents per year.

Eastfield is conveniently located on I-95 at exits 97 and 98 (Selma) in the Raleigh, NC metro area. Highway 70, the future Interstate 42, also provides easy access to the development.

Eastfield is developed by Adventure Development, LLC. Construction began in 2021. Learn more at [adventuredev.com/eastfield-crossing](https://adventuredev.com/eastfield-crossing).



### Completed Projects:

- Shield Republic
- Carolina Wholesale Flooring
- Old North State Food Hall
- Eastfield Business Park Building 100

### Confirmed Retail Tenants:

- Target
- Hobby Lobby
- Old Navy
- Ulta Beauty
- Marshall's
- Ross
- Burlington
- Five Below



## DEMOGRAPHICS

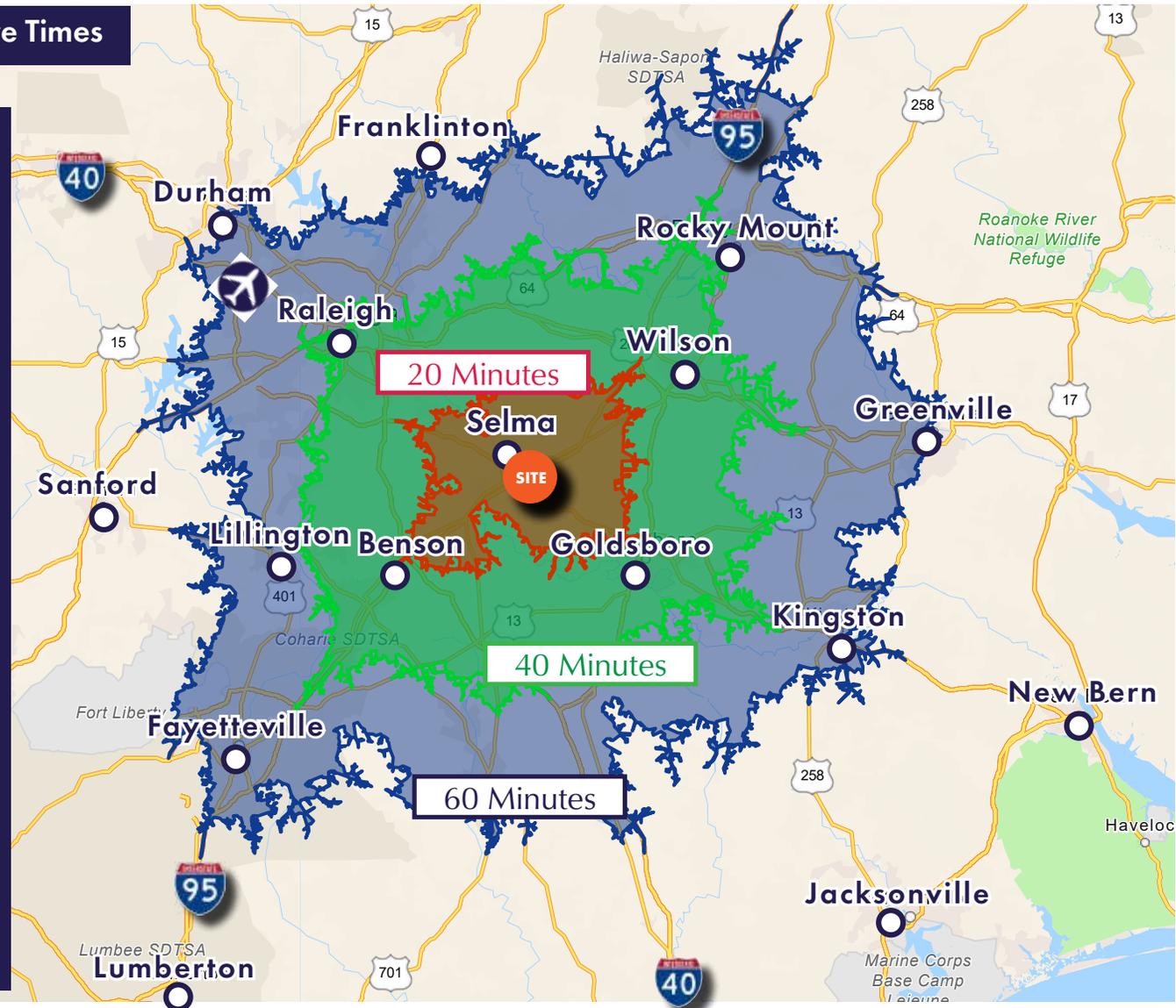
<b>POPULATION</b>	<b>1-MILE</b>	<b>5-MILES</b>	<b>10-MILES</b>
2010 Population	1,192	23,168	58,613
2020 Population	1,283	24,616	66,888
2025 Population	1,259	26,147	75,813
2030 Population	1,336	28,601	86,001
2025-2030 Annual Rate	1.19%	1.81%	2.55%
2025 Median Age	35.8	39.1	39.3
<b>HOUSEHOLDS</b>	<b>1-MILE</b>	<b>5-MILES</b>	<b>10-MILES</b>
2010 Households	458	8,562	21,780
2020 Households	494	9,074	24,737
2025 Total Households	494	9,865	28,675
2030 Total Households	533	10,997	33,141
2025-2030 Annual Rate	1.53%	2.20%	2.94%
2025 Average Household Size	2.55	2.56	2.59
<b>HOUSING</b>	<b>1-MILE</b>	<b>5-MILES</b>	<b>10-MILES</b>
2025 Total Housing Units	538	10,761	30,751
2025 Owner Occupied Housing Units	36.6%	53.6%	66.2%
2025 Renter Occupied Housing Units	55.2%	38.1%	27.1%
2025 Vacant Housing Units	8.2%	8.3%	6.8%

<b>DAYTIME POPULATION</b>	<b>1-MILE</b>	<b>5-MILES</b>	<b>10-MILES</b>
2025 Daytime Population	907	36,147	74,981
Workers	136	21,349	33,006
Residents	771	14,798	41,975
<b>MEDIAN HOUSEHOLD INCOME</b>	<b>1-MILE</b>	<b>5-MILES</b>	<b>10-MILES</b>
2025 Median Household Income	\$49,400	\$57,741	\$71,552
2030 Median Household Income	\$55,276	\$65,270	\$82,235
<b>AVERAGE HOUSEHOLD INCOME</b>	<b>1-MILE</b>	<b>5-MILES</b>	<b>10-MILES</b>
2025 Average Household Income	\$65,576	\$73,685	\$89,972
2030 Average Household Income	\$70,916	\$81,450	\$100,309
<b>PER CAPITA INCOME</b>	<b>1-MILE</b>	<b>5-MILES</b>	<b>10-MILES</b>
2025 Per Capita Income	\$26,587	\$28,747	\$34,229
2030 Per Capita Income	\$29,246	\$32,373	\$38,850
<b>EDUCATION</b>	<b>1-MILE</b>	<b>5-MILES</b>	<b>10-MILES</b>
Associate's Degree	20.4%	13.4%	14.4%
Bachelor's Degree	11.5%	15.3%	17.4%
Graduate/Professional Degree	5.0%	4.8%	6.8%



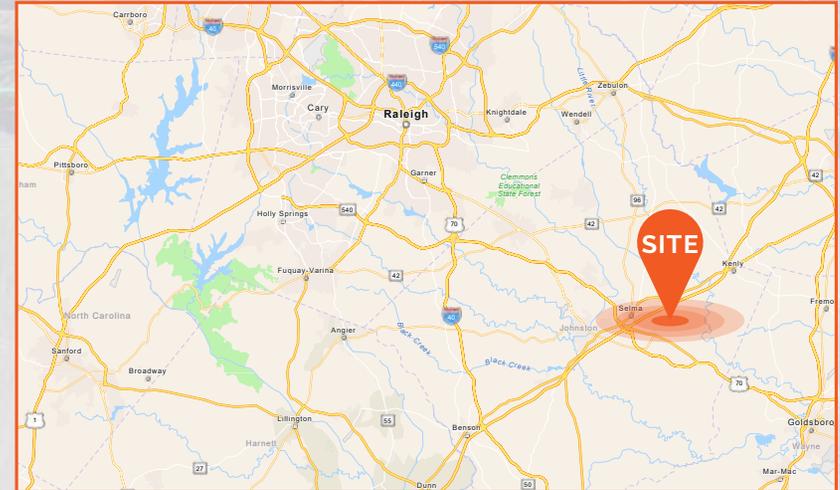
20-, 40- and 60- Minute Drive Times

Location	Driving Distance
I-95	0.3 mile ±1 minute
North Pointe RV Resort	0.6 miles ±1 Minutes
Eastfield Crossing	0.8 miles ±1 Minutes
Selma	1.3 miles ±3 Minutes
Pine Level	1.9 miles ±3 minutes
US-70	2.2 miles ±4 Minutes
Smithfield	5.2 miles ±8 Minutes
I-40	18.0 miles ±18 Minutes
Raleigh	33.7 miles ±37 Minutes
Wilmington	108 miles ±1 Hr 43 Min



## PROPERTY OVERVIEW

<b>Address</b>	<b>1149 Pine Level-Selma Road Selma, NC 27576</b>
<b>Acreage</b>	<b>±4.7 acres subdividable to 2.35 acres</b>
<b>PIN Number</b>	<b>261400-77-8407</b>
<b>Proposed Use</b>	<b>Convenience Store</b>
<b>Frontage</b>	<b>Pine Level-Selma Road Campground Road</b>
<b>Accessibility</b>	<b>Convenient access off of I-95</b>
<b>Sale Price</b>	<b>Call for pricing</b>



1149 Pine Level-Selma Road offers a prime development opportunity for a convenience store in immediate proximity to I-95 with over 42,000 AADT. This high-visibility location is well-positioned to capture interstate traffic and serve the local community, ensuring a consistent customer flow. The presence of the neighboring North Pointe RV Resort further strengthens this demand by drawing a consistent stream of visitors to the area.

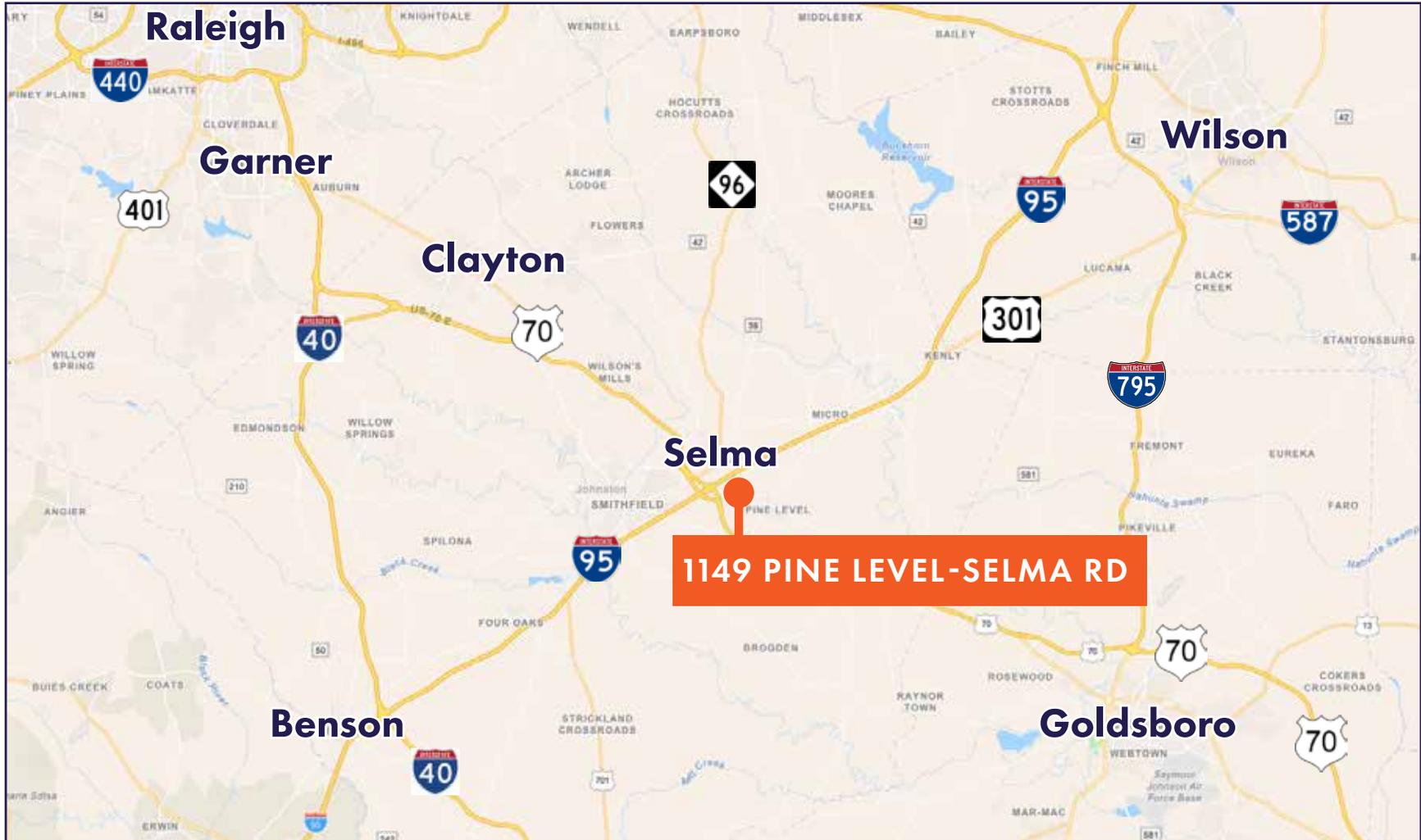
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Property Photos



## Strategic Location: I-95 in Johnston County



## Located in a Federal Opportunity Zone

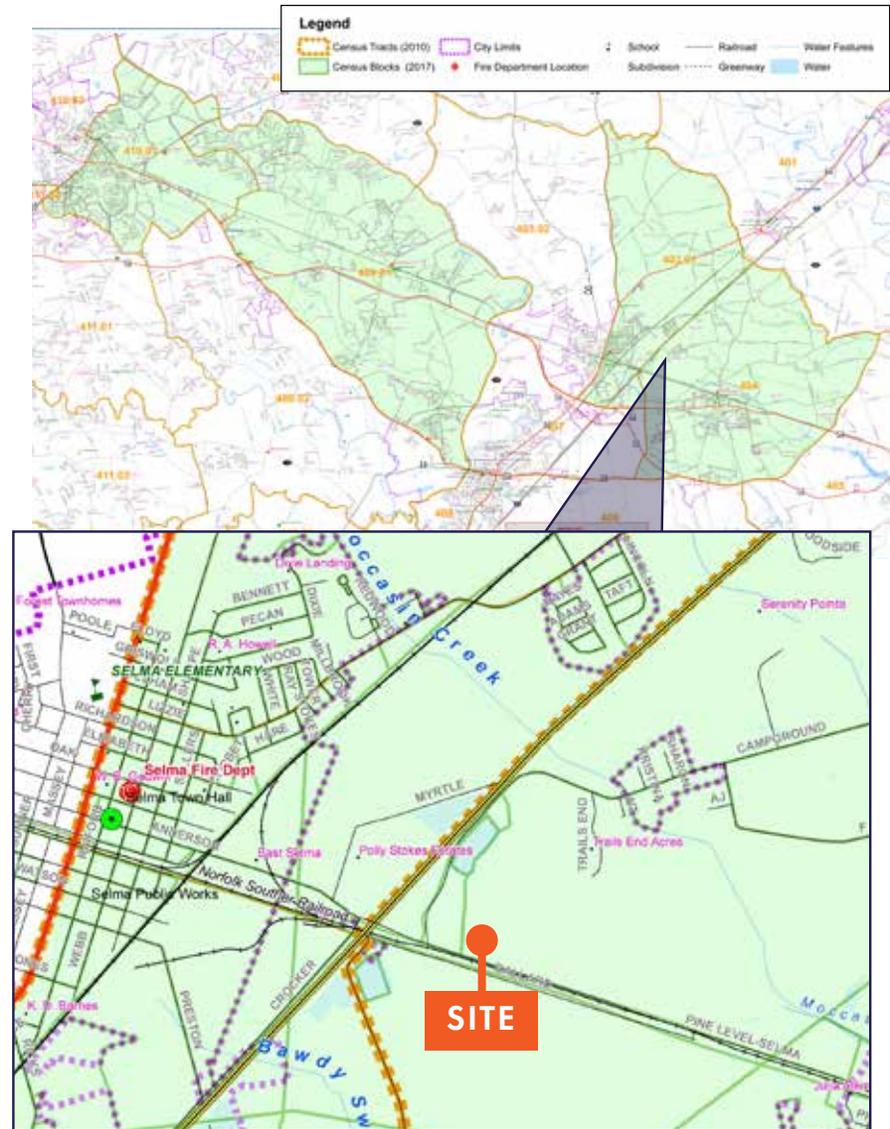
### North Carolina Opportunity Zones Program

The Opportunity Zones Program (Sec. 13823) provides tax incentives for qualified investors to re-invest unrealized capital gains into low-income communities throughout the state, and across the country. Low-income census tracts are areas where the poverty rate is 20 percent or greater and/or family income is less than 80% of the area’s median income.

Investments made by qualified entities known as Opportunity Funds into certified Opportunity Zones will receive three key federal tax incentives to encourage investment in low-income communities including:

- Temporary tax deferral for capital gains reinvested in an Opportunity Fund
- Step-up in basis for capital gains reinvested in an Opportunity Fund
- Permanent exclusion from taxable income of long-term capital gains

[View the Tax Cuts and Jobs Act of 2017](#)



**Quick Facts: Growth in One of NC’s Fastest Growing Counties**

Johnston County is located in the eastern-central part of North Carolina, with close proximity to the state capital, Raleigh. It’s positioned within the Coastal Plain region of the state, characterized by flat terrain and fertile soils.

Traditionally, Johnston County’s economy was largely agrarian, with tobacco, cotton and other crops being primary economic drivers. As the region and neighboring areas like Raleigh grew, the economy diversified. Today, it includes sectors like manufacturing, healthcare, retail and more. The county’s proximity to major highways, like Interstate 95 and Interstate 40, also makes it a significant hub for logistics and transportation.

The population has been growing steadily, thanks in part to its proximity to the booming Raleigh-Durham-Chapel Hill area. This growth has resulted in increased suburban development in the county.



**Economic Development Announcements**



**NOVO NORDISK**  
\$4.1 billion investment 1,000 jobs  
Major facility expansion at manufacturing campus in Clayton.



**CRYSTAL WINDOWS & DOORS**  
\$93 million investment 500 jobs  
New manufacturing facility located at Eastfield Crossing



**CLAYTON COMMERCE CENTER**  
\$55 million investment  
±382,000 SF, 34 acre “mini” industrial park development in Clayton.



**VEETEE FOODS**  
\$35.7M investment 200 jobs  
New production facility located in Eastfield Crossing



**JOHNSTON REGIONAL AIRPORT**  
\$40 million investment  
New manufacturing facility



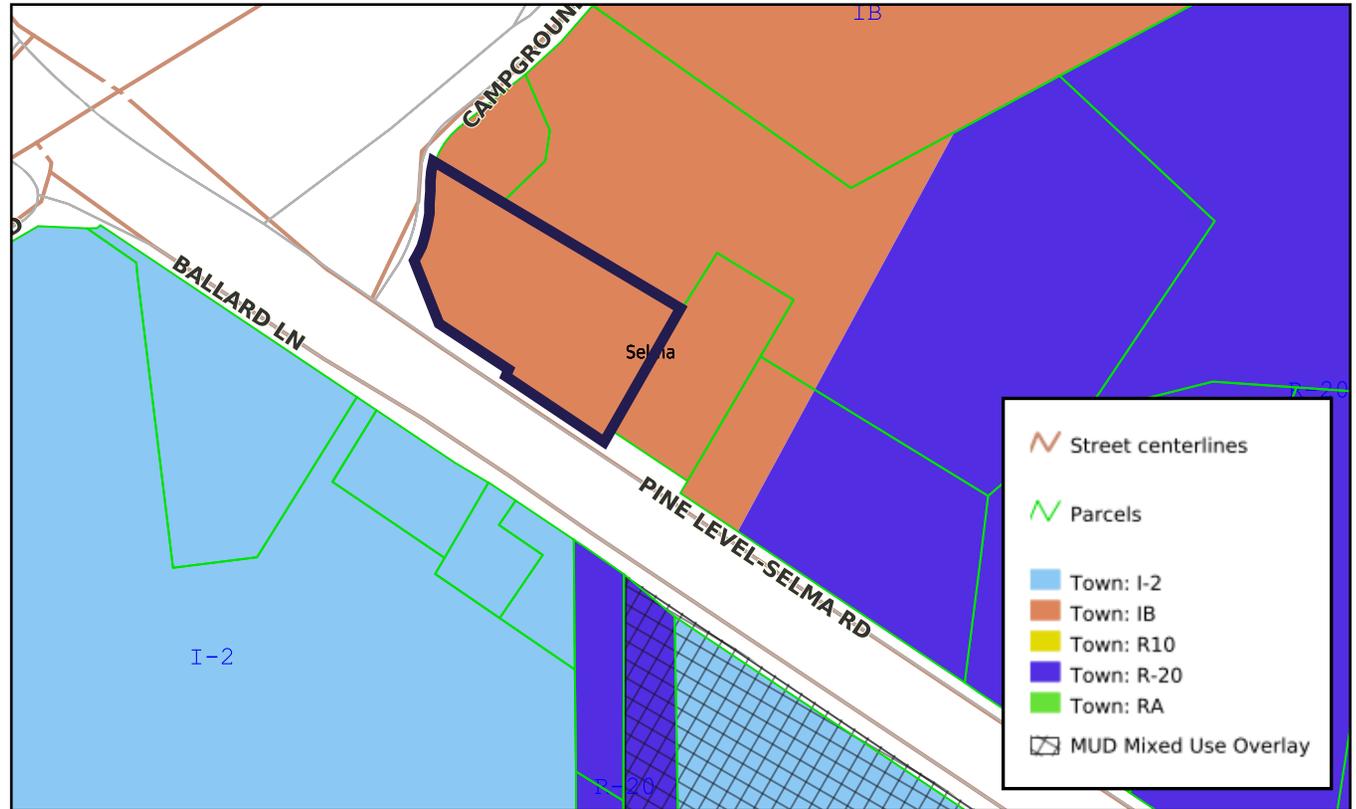
**RAILROAD GRANT**  
Upgrades/improvements in Selma  
Support Eastfield Crossing project



## Zoning Overview

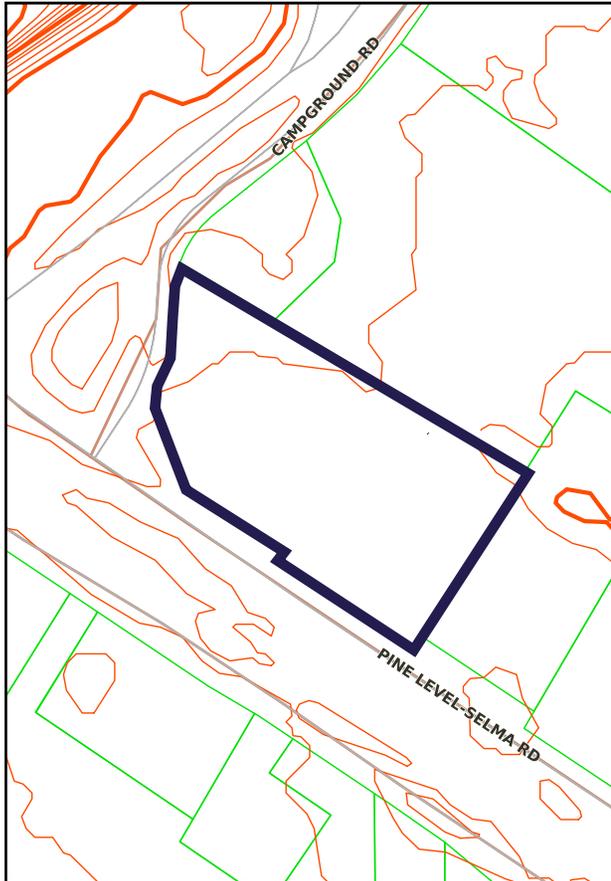
### IB - Interstate Business

The IB (Interstate Business District) is established to provide for the orderly development of land for appropriate commercial and lodging areas that serve the needs of the traveling public on the Interstate Highway 95, particularly at interchanges with major arteries leading to the Town.

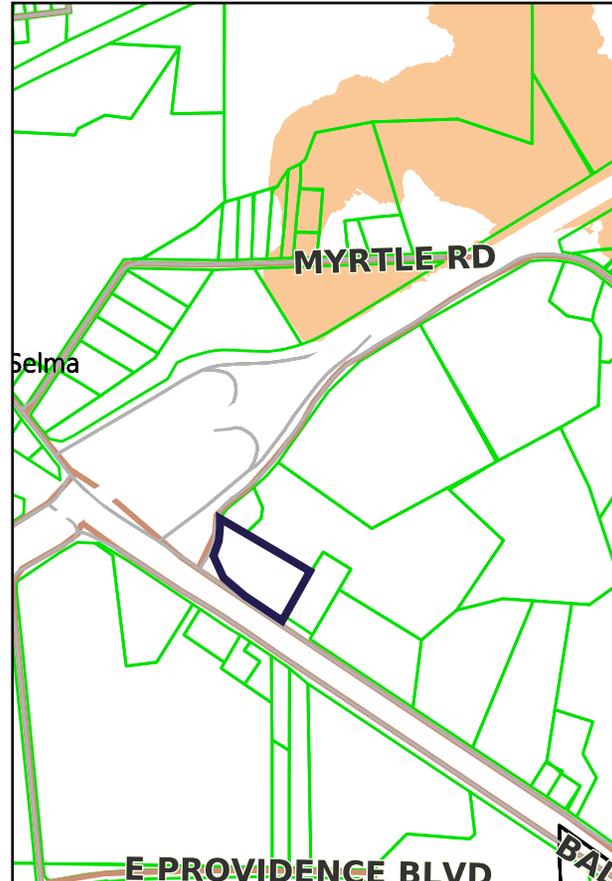


Site Characteristics

TOPOGRAPHY



FLOOD ZONE



FUTURE LAND USE

