Local 70

Thrive | Connect | Explore

LOCAL70NC.COM



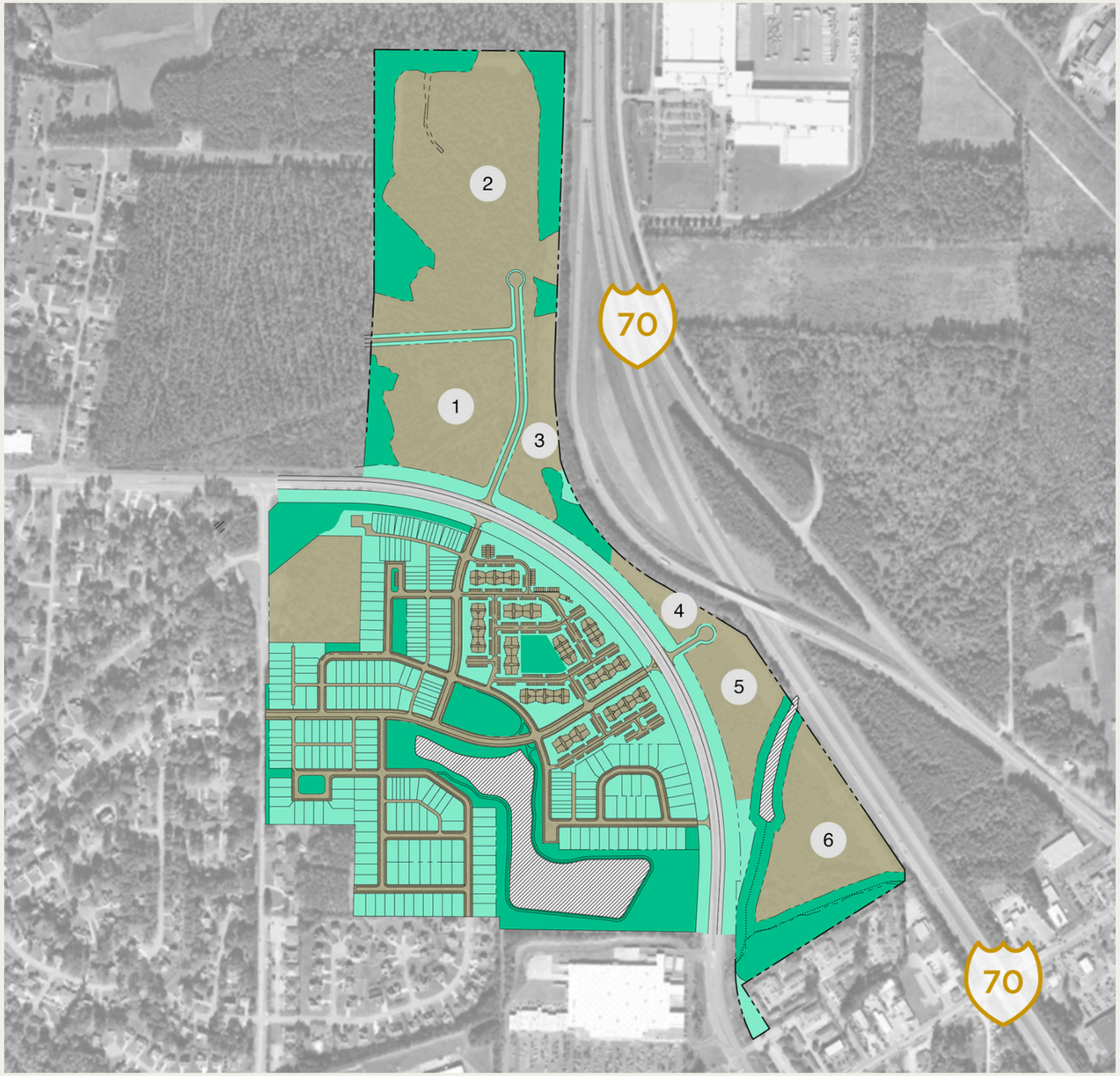








Local70 Community



SIZE OF PARCELS

Parcel 1
12.6 Acres

Parcel 2
33.5 Acres

Parcel 3
5.8 Acres

Parcel 4
2.3 Acres

Parcel 5
7.7 Acres

Parcel 6
13.3 Acres

MASTER NUMBERS

263
Residences for sale*

312
Apartments for rent

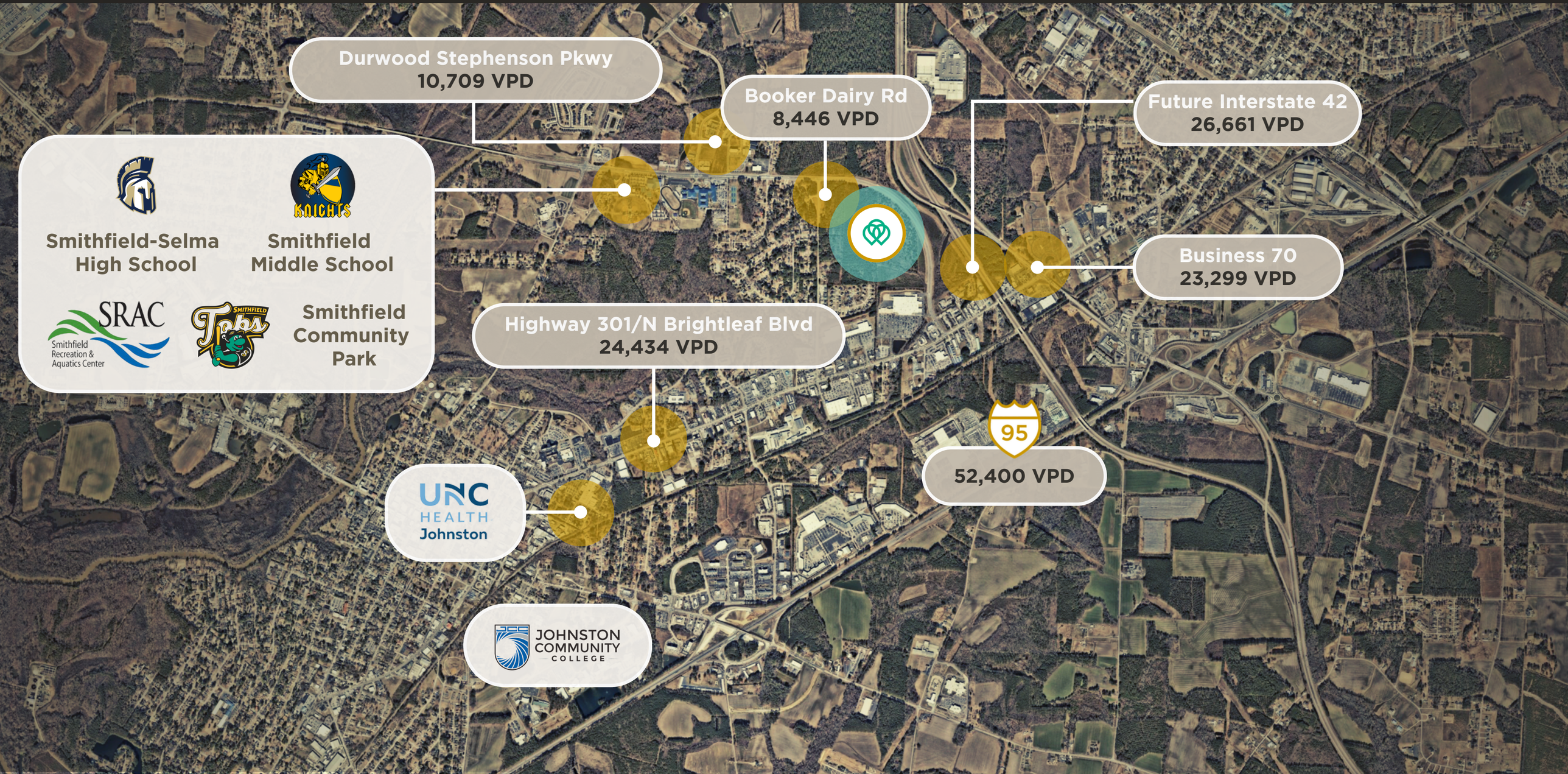
4.3 mi.
of sidewalks and trails

43%
of Local70 is open space

1.7 acre
Bower Square Park, pocket parks, dog park

* 75 Townhouse Units (Front and Alley-loaded)
188 Single-Family Detached Units (Front and Alley-loaded)

Community Offerings & Daily Traffic

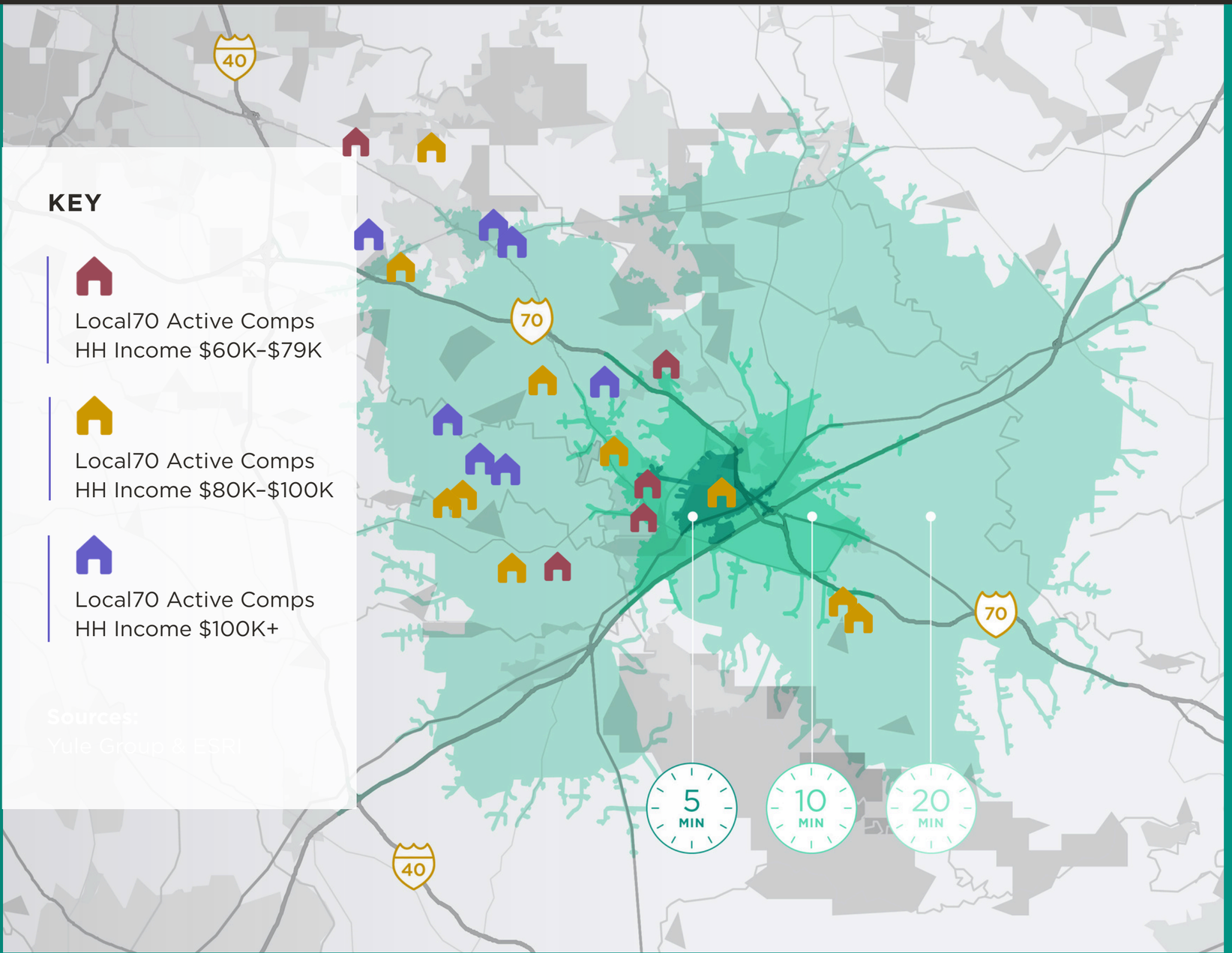


Key Retail in the Neighborhood



Market Demographics

Strong income growth, population expansion, and demand for neighborhood-serving retail



KEY

Local70 Active Comps
HH Income $60K–$79K

Local70 Active Comps
HH Income $80K–$100K

Local70 Active Comps
HH Income $100K+

Sources:
Yule Group & ESRI

This map represents a total of **4,807 new homes** that will be built in the area in the next 2–3 years

HH GROWTH

2%

Annually

INCOME PROFILE

37%

of Households (HH) earn $100K+

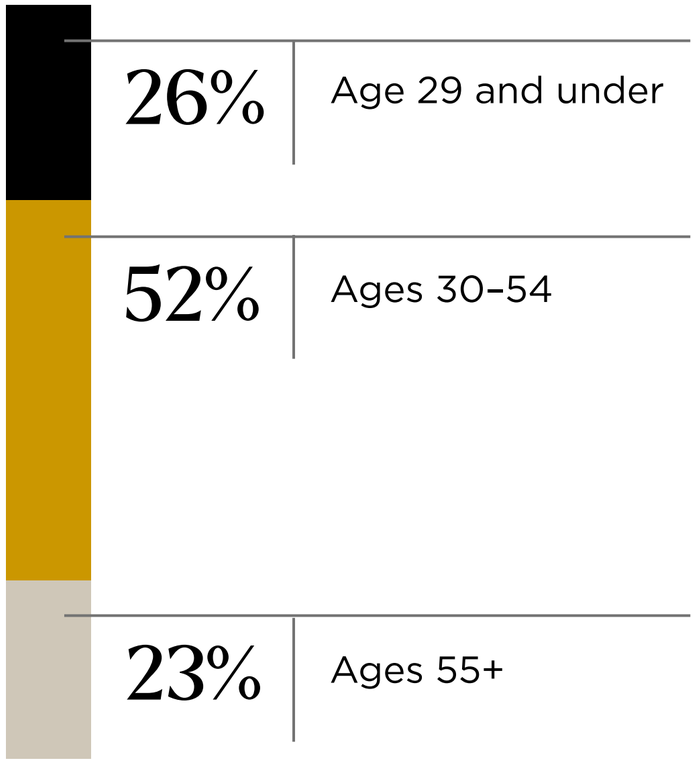
HIGH DEMAND FOR

- **Pet Services & Veterinary Care**
- **Medical Offices**
- **Quick Serving Dining**

EARNINGS OF PEOPLE WHO WORK IN THE AREA

- **17%** Less than ~$15,000/yr
- **31%** ~$15,000/yr–$39,999/yr
- **52%** More than ~$40,000/yr

WORKER AGE DEMOGRAPHICS



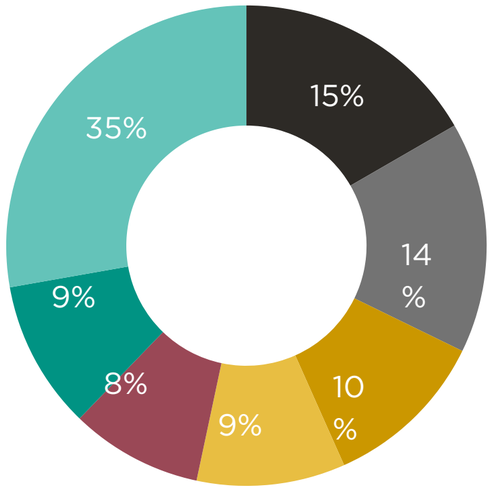
- **26%** Age 29 and under
- **52%** Ages 30–54
- **23%** Ages 55+

EMPLOYEES SPEND MONEY ON

- **$3.4M** on dining out
- **$4.9M** on health insurance
- **$3.8M** on home remodeling
- **$900K** on pet care
- **$430K** on child care
- **$640K** on travel food & drink

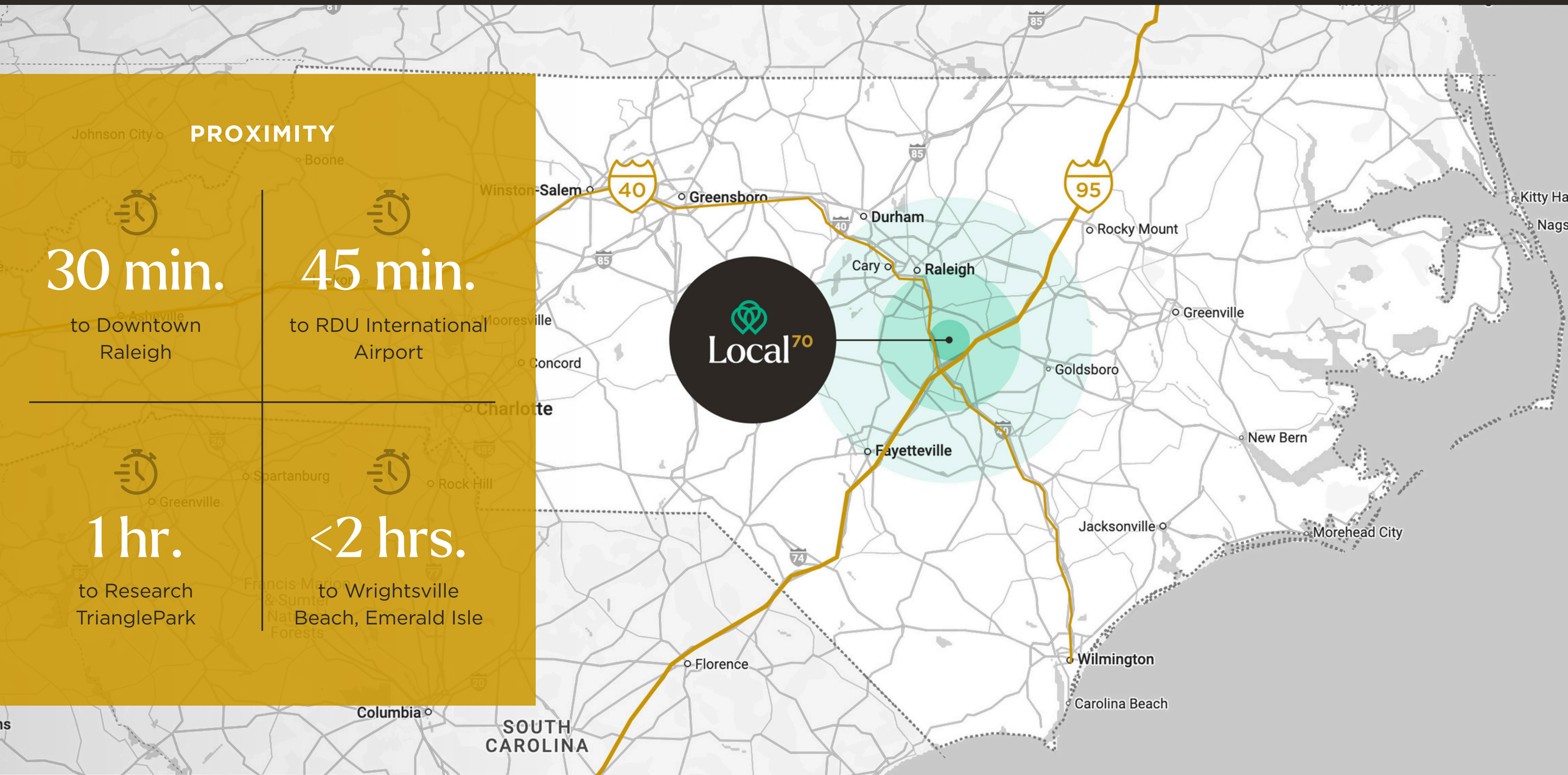
JOBS MARKET

- **Retail Trade** 7,034 Jobs
- **Accommodation & Food Services** 4,348 Jobs
- **Manufacturing** 6,780 Jobs
- **Construction** 3,749 Jobs
- **Health Care & Social Assistance** 4,876 Jobs
- **Educational Services** 4,203 Jobs
- **Other**

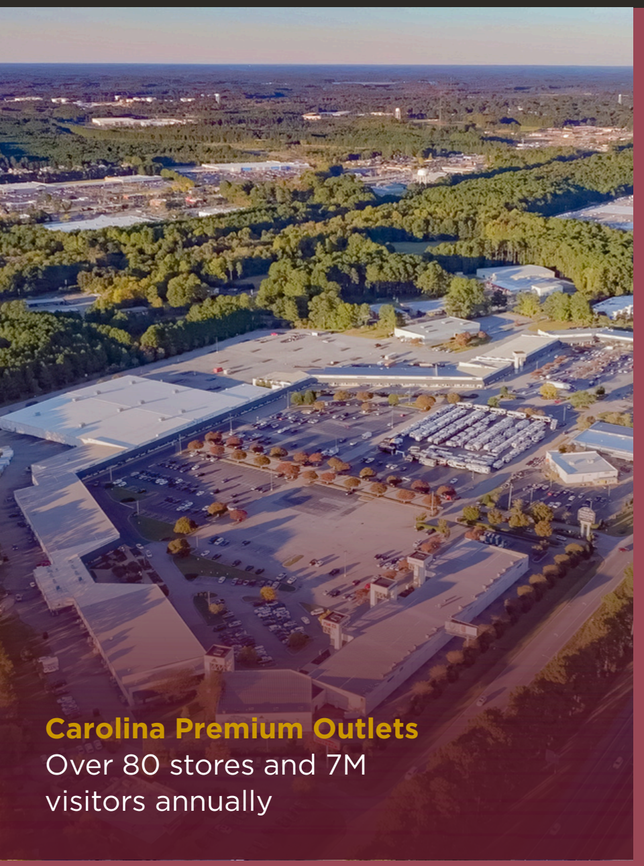


Source: US Census Data, 2023

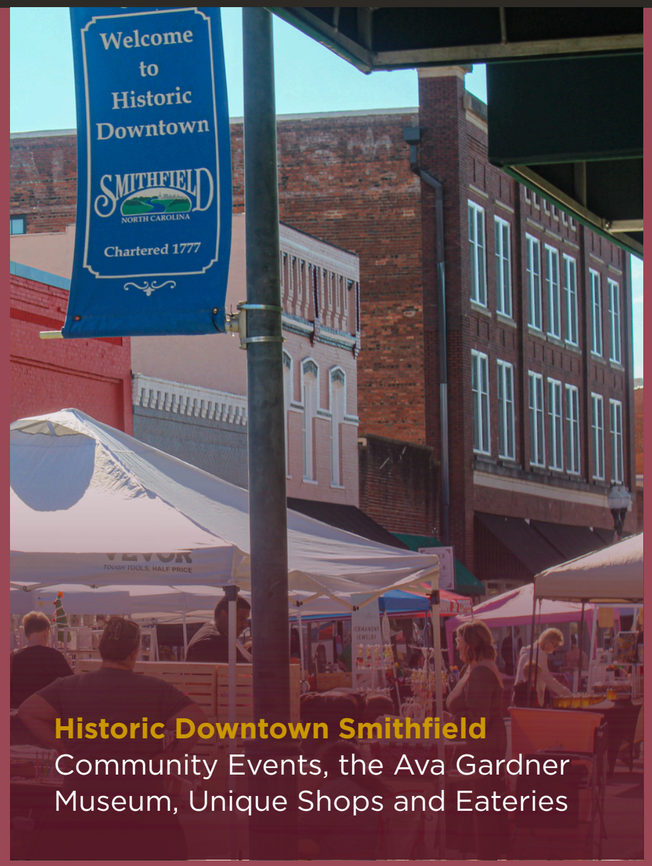
Centrally Located



Why Choose Smithfield?



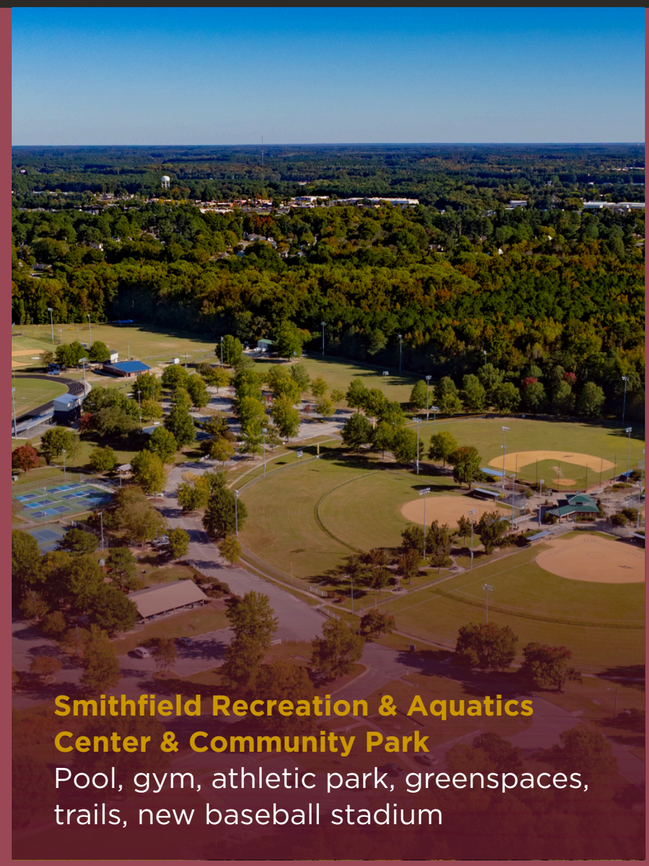
Carolina Premium Outlets
Over 80 stores and 7M visitors annually



Historic Downtown Smithfield
Community Events, the Ava Gardner Museum, Unique Shops and Eateries



Nuese River Greenway
Access to 27.5 miles of paved trail with diverse features



Smithfield Recreation & Aquatics Center & Community Park
Pool, gym, athletic park, greenspaces, trails, new baseball stadium

Market Gaps

HIGH LEAKAGE IN

- Convenience Stores
- Quick Service
- Gas Stations

LIMITED COMPETITION FOR

- Home Improvement
- Apparel
- Dining

POTENTIAL FOR

- Small Grocery
- Boutique Retail
- Medical Offices

Businesses Invest in Smithfield

JoCo Workforce and
Notable Area Investment

TRIANGLE EAST
Chamber of Commerce
CONNECT • GROW • PROSPER

Triangle East Prospers has raised $1M for public/private partnership initiatives

MAJOR EMPLOYERS	# OF EMPLOYEES
Johnston County Public Schools	3,000+
Novo Nordisk Pharmaceutical	1,900+
Grifols Therapeutics Inc.	1,800+
Johnston Health (UNC Health Care)	1,000+
County of Johnston	1,000+
Novo Nordisk	1,000+
Asplundh Tree Expert Co.	500–999
Wal-Mart	500–999
Food Lion	500-999
Flanders Airpure	500–999



Eastfield Crossing: ±400 acres under development at I-95 and Hwy 70 interchange (retail, medical, residential, industrial). 7 minute drive from Local70.



Johnston Community College Expansion:
Ongoing investment in new health and workforce training facilities.

Local70 Updates

HAPPENING ON SITE:

- Garman Homes announced as single family and townhome builder
- Phase 1 nearing completion
- Homes coming 2027







OUR PARTNERS:

GARMAN HOMES

Local70

LOCAL70NC.COM