



### The Right Mix

**Golden East Crossing** is home to a diverse mix of more than 75 exceptional retailers and service providers spanning **574,000 square feet**.

The mall is anchored by **Belk, JC Penney** and **Sears**. Retailers include nationally known names such as **Ross Dress For Less, Petco, Bed, Bath & Beyond, Best Buy, Books A Million, Bath & Body Works, Foot Locker, The Children’s Place** and **General Nutrition Center (GNC)**.



Golden East Crossing eateries offer a wide selection of cuisine, appealing to every tastebud. Major names include **Chick-fil-A, Subway,** and **Dippin’ Dots**. Service oriented tenants, **Embarq, Verizon,** and **T-Mobile** additionally serve the Rocky Mount community.

### The Rocky Mount Community

**Rocky Mount Sports Complex**, a 143-acre multi-use facility, offers an assortment of recreational activities including regional, state and national sporting events.



Located in both newly constructed and in rehabilitated tobacco factory buildings, the **Imperial Centre for Arts and Sciences**, a true cultural complex, houses the Arts Center and Children’s Museum and Science Center.

Rocky Mount is home to **North Carolina Wesleyan College, Edgecombe Community College,** and **Nash Community College**.

Located in Rocky Mount, **Nash Health Care Systems** and **Tarboro’s Heritage Hospital** service the entire region.



### **CONTACT**

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# GOLDEN EAST

## CROSSING

**Golden East Crossing** is a single-level; 574,000 sq. ft. enclosed regional shopping center located in Rocky Mount, NC, anchored by **Belk**, **JC Penney** and **Sears**.

With close proximity to **I-95** and **US 64**, its trade area comprises of four counties: Nash, Edgecombe, Wilson and Halifax. Rocky Mount serves as the regional retail center for northeastern North Carolina. Golden East Crossing is considered to be the **largest shopping center in eastern North Carolina**.

Major area employers include **RBC Centura Bank**, **Boddie-Noell Enterprises** and **MBM Corporation** all of which are headquartered in Rocky Mount, NC.

Rocky Mount, NC is seeing a high level of development activity in the housing, retail and hospitality sectors. Newly developed residential communities, hotels and dining and retail options are situated just minutes from Golden East Crossing.

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### DEMOGRAPHICS

Average Age: 37  
Average Household Income: \$50,280  
Residential Population: 88,315  
Daytime Population: 38,914  
Gender: 53.4% Female; 46.6% Male  
Ethnic Origin: 50.7% White; 46.3% African-American  
\* 10 Mile Radius

### FORD'S COLONY

Ford's Colony Rocky Mount, developed by Ford's Colony Communities, is a newly established gated community of 1,500 lush acres surrounding an 80-acre private lake, architecturally designed homes, a championship golf course, a clubhouse, paved walking and bike trails, and 24-hour security.  
Ford's Colony Rocky Mount is situated 3 miles from Golden East Crossing.