

# Butler

PLAZA | NORTH | TOWN CENTER



## ONE Powerful VISION

267 ACRE RETAIL POWER HOUSE WITH OVER 2 MILLION  
SQUARE FEET OF RETAIL AND RESTAURANT SPACE.

VISIT [SHOPATBUTLER.COM](http://SHOPATBUTLER.COM) FOR MORE INFO.







## KEY Information

- **267-ACRE DEVELOPMENT OFFERING OVER 2 MILLION SQUARE FEET OF RETAIL AND RESTAURANT SPACE**
- **MOST VISITED SHOPPING CENTER IN THE COUNTRY\***
- **16 MILLION VISITORS ANNUALLY**

### BUTLER IS THE MOST VISITED SHOPPING CENTER IN THE COUNTRY -

- Located in southwest Gainesville, Florida, **Butler Enterprises** offers **over 150 stores** and **restaurants** spanning **over 2 million square feet**. **Butler Enterprises** is the **largest shopping center in North Central Florida**. \*In 2020, **Butler** was ranked as the **number one most visited shopping destination in the country**.

### SURROUNDING AREA

- **University of Florida** campus is located **2 miles** from **Butler**. **U.S. News & World Report** ranks the **University of Florida** as the **#6 Top Public University in the country**.
- **University of Florida/Shands Medical Plaza**: **6 hospitals** within **2 miles**.
- **Hotels**: **Over 2,000** hotel rooms and suites **within a one-mile radius** of **Butler**, many within walking distance.
- **Sports attractions**: With **half a million alumni** across **150 countries**, the **University of Florida** attracts extensive crowds to sporting events (ranging from **football** to **gymnastics**) and **sells out** local hotels for game day weekends.

\*Data Provided by Placer Labs. (www.placer.ai) Jan 1, 2020 - Dec 31, 2020



### BUTLER PLAZA

- Established in 1975 with the opening of **Gainesville's first Publix grocery store**.
- Located along the **busy Archer Road** corridor.
- Features **1 million square feet** of **retail** and **restaurant** space. Retail anchors include **Target**, **Best Buy**, **Ross**, **PetSmart**, **Trader Joe's**, and **Old Navy**.

### BUTLER NORTH

- **Major expansion** completed in 2016 featuring an **additional 750,000 square feet** of **retail** and **restaurant** space, including **Dick's Sporting Goods**, **Lowe's**, **Sam's Club**, and **Walmart**.

### BUTLER TOWN CENTER

- **Newest expansion** with **450,000 square feet** of **open-air retail**. **Butler Town Center** features a diverse collection of **national** and **local retailers**, including **Anthropologie**, **Sephora**, **REI**, **Lilly Pulitzer**, and **many more**. **Butler Town Center** is home to the **region's first Whole Foods**, **P.F. Chang's**, and **Cheesecake Factory**.
- Future plans include **retail expansion** and construction of a **41,000 square-foot food hall** with **rooftop dining**.



# BUTLER SHOPPING DISTRICT GAINESVILLE, FLORIDA

## FOOT TRAFFIC OVERVIEW

EST # OF CUSTOMERS ANNUALLY

 **2.13M**

EST # OF VISITS ANNUALLY

 **16.81M**

AVG. VISITS/CUSTOMER

 **7.9**

AVG. LENGTH-OF-STAY/VISIT

 **65 MIN**

TOP 3 DAYS



SATURDAY	3.23M
FRIDAY	2.69M
SUNDAY	2.56M

# OF VISITS

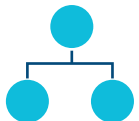
TOP 3 HOURS



1-2PM	3.54M
2-3PM	3.38M
12-1PM	3.33M

# OF VISITS

CENTER  
RANKING



FLORIDA:  
**#1**  
OF 2,967

UNITED STATES:  
**#1**  
OF 31,505

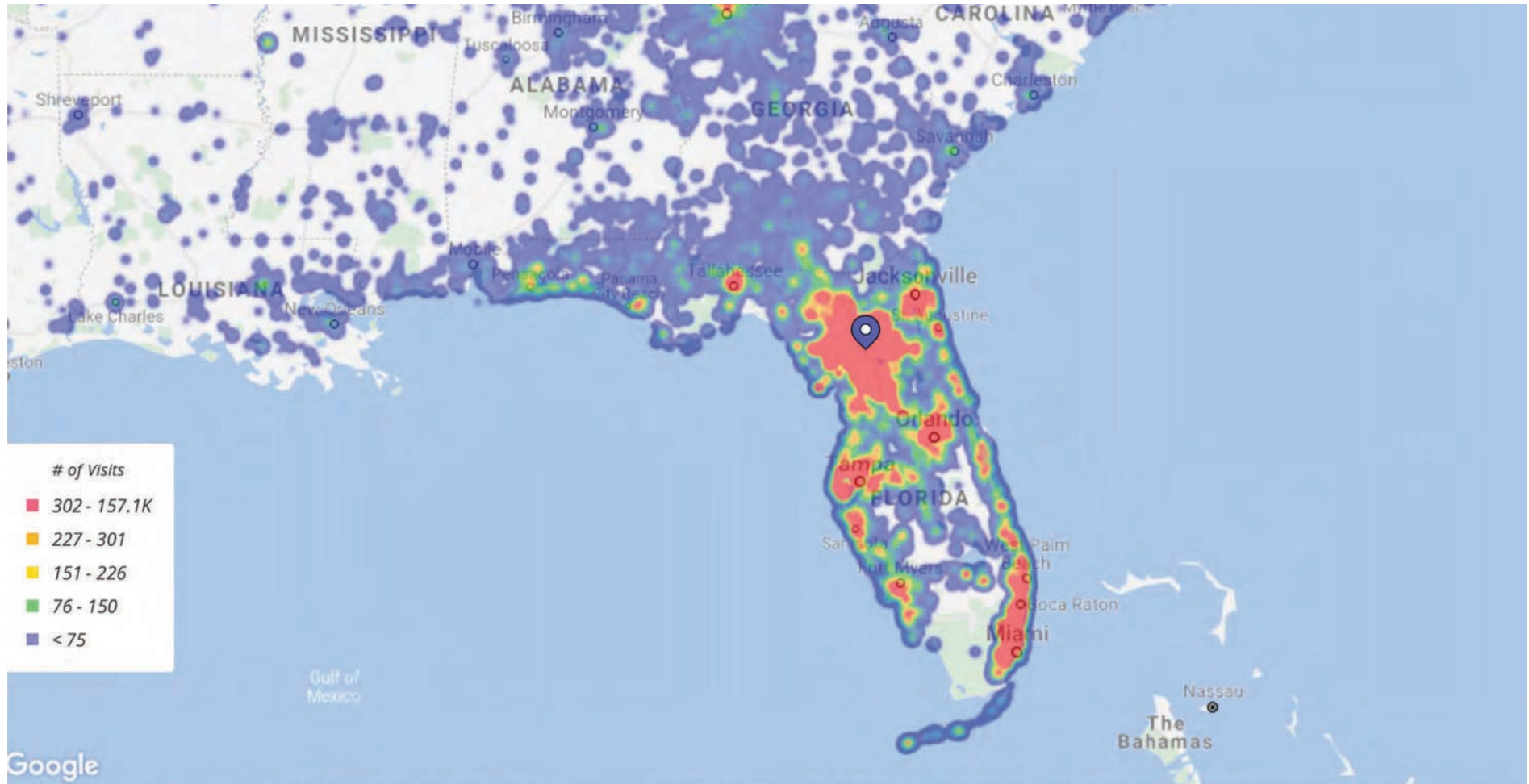
Data Provided by Placer Labs. ([www.placer.ai](http://www.placer.ai)) Jan 1, 2020 – Dec 31, 2020





# BUTLER SHOPPING DISTRICT GAINESVILLE, FLORIDA

## TRADE AREA OVERVIEW



Butler Shopping District / 4036 SW 30th Pl, Gainesville, 32608, FL | Based on visitor home locations | Jan 1st, 2020 - Dec 31st, 2020  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





Butler NORTH

BUTLER TOWN CENTER  
Sephora  
Anthropologie  
Regal  
Kilwins  
PF Chang's  
Narcissus  
Vince & Paul  
Woolf & Wolf  
Pier 1 Imports  
Kilwins

Butler TOWN CENTER  
AT STENGEL FIELD

Butler PLAZA

