



## **Downtown DOVA**

Community Questions & Answers  
Civic Collective – Retail Session

### **Why the Name “DOVA”?**

**Question:**

Why use the name DOVA instead of Rancho Cordova?

**Answer:**

DOVA was chosen to create a clear and distinct identity for the district while remaining rooted in Rancho Cordova.

Because “Rancho” is used by many cities across California, using “Cordova” helps establish stronger recognition and differentiation. The name also connects to Córdoba, Spain, historically associated with culture, trade, and economic growth, which reflects the vision for the district.

### **Movie Theater & Entertainment**

**Question:**

Will the project include a movie theater so residents do not have to travel to Folsom or Roseville?

**Answer:**

Yes, a movie theater is planned as part of the district, with formal confirmation expected soon.

Entertainment is a core component of Downtown DOVA, and the retail strategy includes experiential uses designed to support restaurants and create a destination where residents can dine, gather, and stay local for entertainment.

### **Current Hurdles**

**Question:**

What could currently impact the project’s completion?

**Answer:**

The project is currently focused on aligning approvals, infrastructure planning, and tenant partnerships.

As with any large-scale development, progress depends on coordination between design, financing, and leasing, which is why the project is being advanced in phases.

## **Parking for Arena Attendees**

**Question:**

Where will arena attendees park?

**Answer:**

Parking will be provided through a combination of on-site, shared, and structured parking within the district.

The final parking plan will be aligned with arena capacity and reviewed through required analysis to ensure safe and efficient access during events and daily use.

## **Traffic & Pedestrian Safety**

**Question:**

What improvements will be made at Folsom Boulevard and Kilgore Road?

**Answer:**

Improvements will be implemented as needed based on traffic analysis.

These may include signal adjustments, lane improvements, and pedestrian safety enhancements, all coordinated with the City as part of the approval process.

## **Trade Center Drive**

**Question:**

Will Trade Center Drive be widened?

**Answer:**

It is currently being evaluated, and no final decision has been made.

A traffic analysis underway will determine whether widening or other roadway improvements are necessary.

## **Arena Completion**

**Question:**

What assurances exist that the arena will be built and not remain an entitled site?

**Answer:**

The project is structured so that key components move forward in coordination, not independently.

Development agreements, timelines, and performance milestones are designed to support continued progress once approvals are in place.

## **Barrel District Integration**

**Question:**

Will local Barrel District breweries be considered?

**Answer:**

Yes.

Local businesses, including Barrel District breweries, are being considered as part of the retail mix to strengthen local identity and enhance the overall experience.

## **Timeline**

**Question:**

How long before the project is completed?

**Answer:**

The project will be developed in phases, so there is no single completion date.

Each phase will move forward based on approvals, market conditions, and tenant alignment to ensure long-term success.

## **Site Selection & Accessibility**

**Question:**

Has another location been considered due to accessibility concerns?

**Answer:**

Yes, multiple locations were evaluated before selecting the current site.

This location was ultimately chosen due to its long-term development potential, including its designation within a convention center overlay, as well as its ability to support a large-scale, mixed-use destination. Accessibility and traffic flow are being addressed through ongoing planning and traffic analysis to support future demand.

## **Public Market Concept**

**Question:**

Would a Reno-style public market be considered?

**Answer:**

Yes, that type of concept is being considered.

Public markets and food hall-style environments align with current retail trends and are part of the mix being evaluated to support local operators and increase activity within the district.

DoVa

# Retail Strategy

Scott Kingston  
Senior Vice President  
Turton Commercial Real Estate



**DoVa**

# Framing the Opportunity

**Placemaking for a Vibrant Mixed-Use Ecosystem**

## **7,500 Seat Arena**

The arena is the gravitational anchor of DoVa, programming consistent, high-energy traffic that no traditional retail center can replicate. It transforms the project from a neighborhood shopping destination into a regional entertainment district.

## **1,000 Residential Units**

The residential units create a built-in, walkable customer base that supports daily retail, dining, fitness, and service uses. This density ensures that DoVa functions as a true mixed-use neighborhood—not just an event-driven destination.

## **800 Hotel Rooms**

DoVa captures visitors, event attendees, & regional travelers who contribute to retail and restaurant spending. The hospitality component elevates the project's profile and sustains activity throughout the week, not just on peak event days.

## **220,000 SF Retail**

The retail allows us to curate a layered mix of destination dining, experiential concepts, and high-visibility brands that define the identity of DoVa. This scale is large enough to matter regionally, yet structured to feel cohesive, walkable, and activated.

DoVa

# The Macro Case

The site isn't speculative - the density and income already exist.

## Highway Visibility

The site's prime location along **Highway 50** ensures high traffic exposure, increasing accessibility and attracting potential customers to engage with a diverse range of retail offerings.

## The Right Niche

DoVa delivers a purpose-built, mid-sized destination venue integrated directly into an experiential retail, hospitality, and residential ecosystem — something no standalone arena, lifestyle center, or suburban shopping center currently offers.

## Affluent Neighborhoods

Proximity to affluent communities such as **Folsom** and **Rancho Cordova** provides a stable customer base, contributing to sustained retail performance in an area with increasing wealth and population growth.

## Demographics

Strong household income. Family oriented and active demographic. Arena + district is extended dwell time for visitors.

**DoVa**

# Retail Philosophy

## Curated Experiences Define Success

### Experiential Retail

Immersive concepts that create social engagement, hands-on participation, and shareable moments — repeat visitation, extended dwell time, and energy beyond traditional shopping environments.

### Fitness

Boutique, performance-driven fitness concepts aligned with the active suburban demographic — generating daily traffic, membership loyalty, and consistent activation from morning through evening.

### Entertainment Adjacent Uses

High-energy dining, social bars, gaming lounges, and gathering spaces positioned to capture pre- and post-event arena traffic while sustaining everyday vibrancy across the district.

### First to Market Food & Beverage

Chef-driven, buzzworthy dining concepts new to the trade area, creating regional draw, social momentum, and brand-defining identity for the project.

# DoVa

## Health & Wellness

Modern wellness operators including med-spa, recovery, IV therapy, and holistic health concepts serving high-income households seeking convenience and premium care experiences.

## Soft Goods & Lifestyle Retail

Curated apparel, activewear, and specialty retail brands aligned with affluent, design-conscious consumers — enhancing district identity while complementing hospitality, residential, and entertainment components.

DoVa

# The Arena Effect

## Event-Driven Energy as Retail Driver

### Major Differentiator

A 7,500-seat arena drives traffic surges, weekend activation, pre- and post-event dining, hotel synergy, sponsorship integration, and national visibility unmatched by traditional suburban retail centers.

### Operational Strategy & Key Message

Event-night leasing, patio activation, extended hours, and aligned parking planning ensure retail thrives on programmed energy — amplified by destination traffic, not merely surrounding rooftops.

**DoVa**

# Site Planning & Design

**Creating spaces that foster community engagement**

## **Pedestrian Spine/Plaza & Activation Strategy**

A central pedestrian spine connects the arena, hotel, and residential components, supported by plaza gathering spaces, outdoor patios, and Sunrise Boulevard visibility that create energy, flow, and year-round activation.

## **Design Elements That Drive Tenant Performance**

Intentional storefront widths, tall ceilings, freeway-facing signage opportunities, and thoughtful retail adjacency stacking maximize tenant performance, brand exposure, and long-term leasing success from the project's first delivery phase.

DoVa

# Phasing Strategy

## Building Momentum Through Sequencing

### Structured Leasing Framework

We begin with a defining anchor that sets project identity, then cluster arena-adjacent F&B, hospitality-integrated concepts, and curated small-shop spaces to create layered energy and balanced tenancy.

### Phasing & Tenant Mix Strategy

Strategic pre-leasing milestones determine when to pursue national brands versus strong regional operators, ensuring credibility, absorption momentum, and long-term brand alignment.

### Momentum & Market Signaling

LOI timing, coordinated announcements, and press tied to early commitments build velocity, validate tenant confidence, and position DoVa as an emerging regional destination.

**DoVa**

# Value Creation

**The Role of Retail Investment**

## **Retail as the Value Multiplier**

Retail stabilizes yield, drives mixed-use synergy premiums, enhances hotel performance, and supports arena branding — compressing cap rates through thoughtful curation and long-term district identity.

## **Enhancing Performance Across the Capital Stack**

Strategic retail elevates multifamily rents, increases hotel ADR, accelerates absorption, and strengthens asset perception — not as the highest-return component, but as the project's performance multiplier.

DoVa

# Value Creation

Enhancing Community and Profitability

## Multifamily Rents

Retail presence significantly drives **multifamily rental rates**, creating a symbiotic relationship that benefits both tenants and property owners through increased demand and enhanced property value.

## Key Message

The central idea is that **retail spaces amplify overall value** of the project, providing not only revenues but also attractive amenities that enhance community appeal and livability.

## Value Multiplication

By integrating retail into the development, the potential for **value multiplication** arises, ensuring long-term sustainability and appeal while attracting diverse demographics and fostering community growth.

---

DoVa

# The Big Vision

## A New Destination

DoVa is envisioned as a **dynamic destination district**, where retail, entertainment, and community converge. It promises to be a lively space that enhances daily life and fosters connections.

DoVa

# Thank You

We are excited to help transform Rancho Cordova.

Phone: 916.612.5314

Email: [scottkingston@turtoncre.com](mailto:scottkingston@turtoncre.com)

Website: [www.turtoncre.com](http://www.turtoncre.com)

