

Unique multifamily project a go in jobs hotspot east of Atlanta



11-building The Sinclair at Callaway Farm aims to capitalize on Covington growth

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Developers expect to break ground soon on an 11-building rental community with design elements that aim to reflect the historic character of its eastern-OTP setting, capitalizing on a growing market partially fueled by Georgia’s TV and film industry. Brook Farm Group officials announced today

a 37-acre project called The Sinclair at Callaway Farm has secured funding to proceed in a Covington location developers described as a “dynamic growth corridor.”

The site is just north of Interstate 20 about eight miles southeast of Georgia International Horse Park, between Covington and Social Circle where Alcovy Road meets City Pond Road. It’s adjacent to a 180-acre mixed-use development called Covington Town Center.

According to the tabulations of Brook Farm Group and its co-development partners, Emory Equity and SilverCap Partners, the area is expected to attract 10,000 new jobs by 2026.

The Sinclair project will see two “Town and Country” neighborhoods rise with 11 different residential buildings, offering 388 Class A multifamily rentals total, per developers.

Other aspects will include a 9,000-square-foot clubhouse (pictured below), a resort-style pool, a dog park and pet spa, coworking space, two-story gym, and what’s described as the market’s first rooftop lounge. Four of the buildings will feature elevators, developers note.

The Sinclair project “is designed to address the growing demand for high quality rental communities outside of Atlanta’s urban core,” said Peter DiCorpo, Brook Farm Group’s chief operating officer, in a project announcement today.

Brook Farm Group is bullish that Atlanta and other growing markets will exceed “historical [multifamily] deliveries by a significant margin” for the foreseeable future to dampen demand. Since 2010, developers have added between 200,000 and 300,000 multifamily units per year nationally, according to the company.