



Brook Farm Group Completes Groundbreaking on 388-Unit The Sinclair at Callaway Farm Apartment Community in Metro Atlanta

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ATLANTA, GA - Brook Farm Group, together with its co-development partner, Emory Equity, recently broke ground on The Sinclair at Callaway Farm, a 388-unit, Class A multifamily development in Covington, GA. The project is located in the dynamic growth corridor along I-20 between Covington and Social Circle, GA where more than 10,000 new jobs are planned by 2026.

“We are excited to begin construction on this Class A multifamily development that will support the growing housing needs of the Covington community,” said Peter DiCorpo, Chief Operating Officer, Brook Farm Group. “The Sinclair at Callaway Farm is entering the market at just the right time to meet the demands from the strong employment growth in the area.”

The Sinclair at Callaway Farm is located on the southwest corner of Alcovy and City Pond roads, adjacent to the 180-acre Covington Town Center mixed-use development. The site consists of 37 acres with mature trees and natural water features. The Sinclair at Callaway Farm will feature two distinct “Town and Country” neighborhoods encompassing 11 residential buildings and multiple amenities. “We are eager to move forward with the thoughtful transformation of the vibrant Covington community as we combine modern amenities with design elements that reflect its historic character,” said Eric Hade, Brook Farm’s Chief Investment Officer. “This development provides a unique opportunity to develop in ‘path-of-growth’ communities where demand exceeds supply while also creating a new community that blends with Covington’s historic charm.”

Details of the project

- SilverCap Partners provided preferred equity on the project, which is scheduled for completion by the end of 2025. Construction financing was provided by a First Horizon Bank led transaction with TrustMark Bank as participant in the loan.
- Covington is an historic town with antebellum architecture and a picturesque town square that has served as the backdrop for a significant number of movies and TV shows. Known colloquially as “the Hollywood of the South,” Covington is also home to the 160-acre Cinelease Studios. The town is located approximately 30 miles east of downtown Atlanta.
- Covington has seen the expansion of a number of major employers in the area, including Takeda, SKC and Cinelease’s Three Ring Studio. New companies to the area such as Rivian Automotive, 80 Acres Farms, Archer Aviation and Ascend Elements have also announced major projects that are projected to create more than 10,000 new jobs in the next three years.
- Metro Atlanta has experienced considerable population expansion over the past decade and is among many markets in the U.S. facing a shortage of rental housing. Georgia is ranked the number one state for attracting business for the last nine consecutive years, and Atlanta is ranked as the best place to live in the U.S. according to Cushman and Wakefield’s “Why Atlanta” Report.
- While developers have added 200,000 to 300,000 multifamily units a year nationally since 2010, Brook Farm Group estimates that the demand for the foreseeable future – in Atlanta and other markets – exceeds these historical deliveries by a significant margin. Although the industry is navigating rising interest rates and other shifting economic indicators, those conditions are not expected to significantly dampen long-term demand for new apartments – particularly in high-growth submarkets like Covington, GA.

About Brook Farm Group: Brook Farm Group is a boutique multifamily investment and development firm focused on cultivating capital and creating vibrant communities in dynamic markets throughout the Sunbelt and Mountain states. The firm focuses on markets with strong business climates that support long-term job creation and dynamic housing opportunities.