

UNLOCKING LAND, UNLOCKING DEALS:

SOPHY INSIGHTS | FEBRUARY 2026





WINTER JOHNSON
GROUP



Wilson, Brock & Irby, LLC



About the Company

SOPHY is defined as knowledge, wisdom, and understanding. We are an Atlanta-based firm specializing in urban infill developments that enhance the built environment by leveraging public-private partnerships to produce mixed-income, mixed-used communities.



Capabilities:

- Development
- Acquisitions
- Property Management
- Program and Project Management

Current Projects:

- Atlanta Civic Center | 1,500 Units | Mixed Income Mixed Use
- 577 Englewood | 187 Units | Hybrid Mass Timber



577 Englewood Avenue



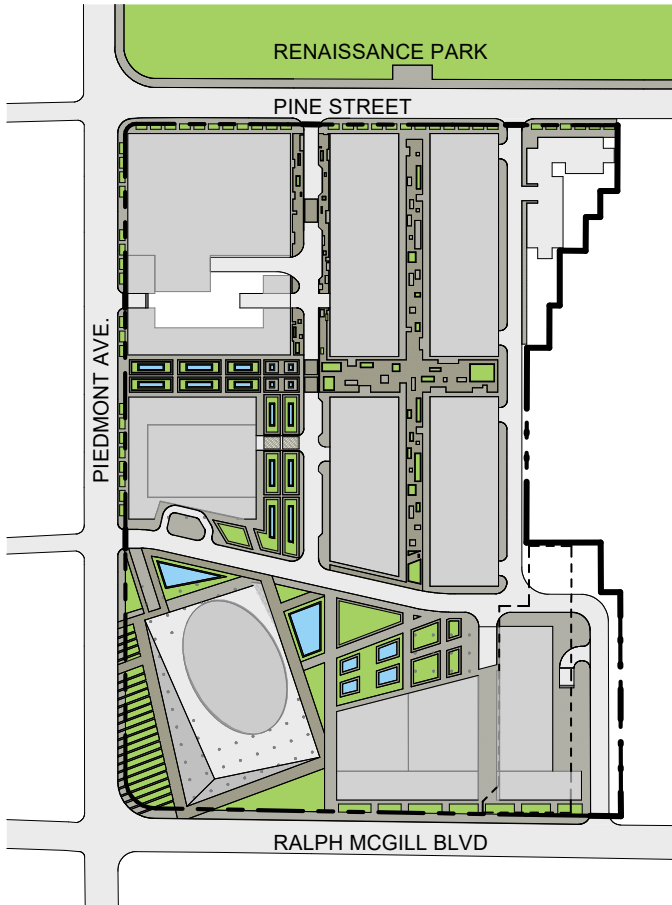
187 Units of Attainable Housing
Hybrid Mass Timber Construction Typology
Sustainable Design Focused on Livability



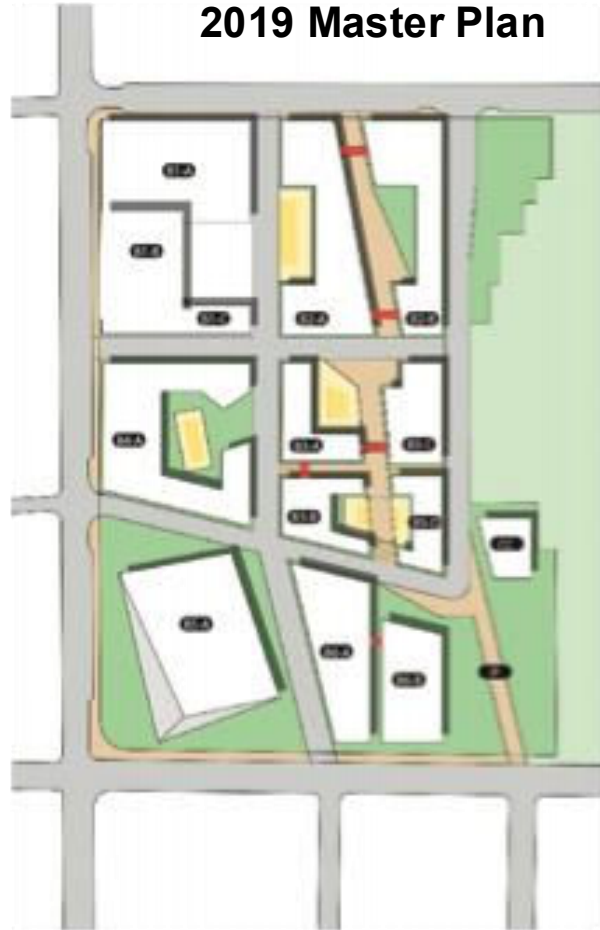
Civic Center Master Plan Progression



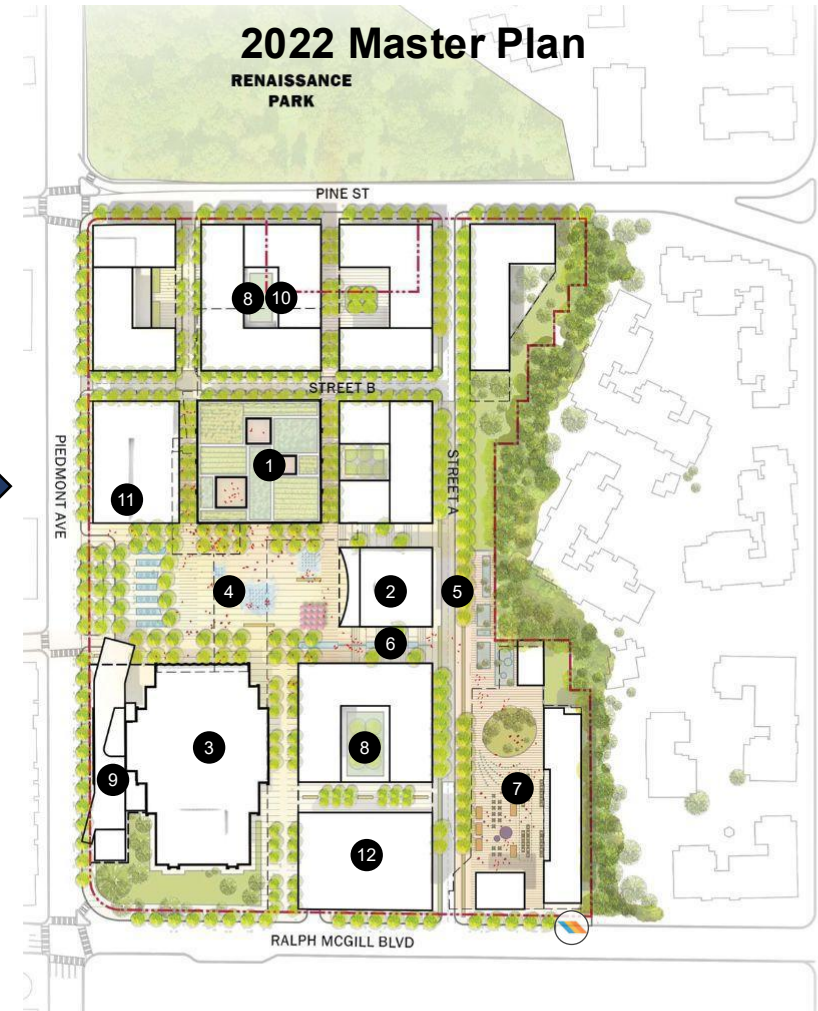
2017 Master Plan



2019 Master Plan

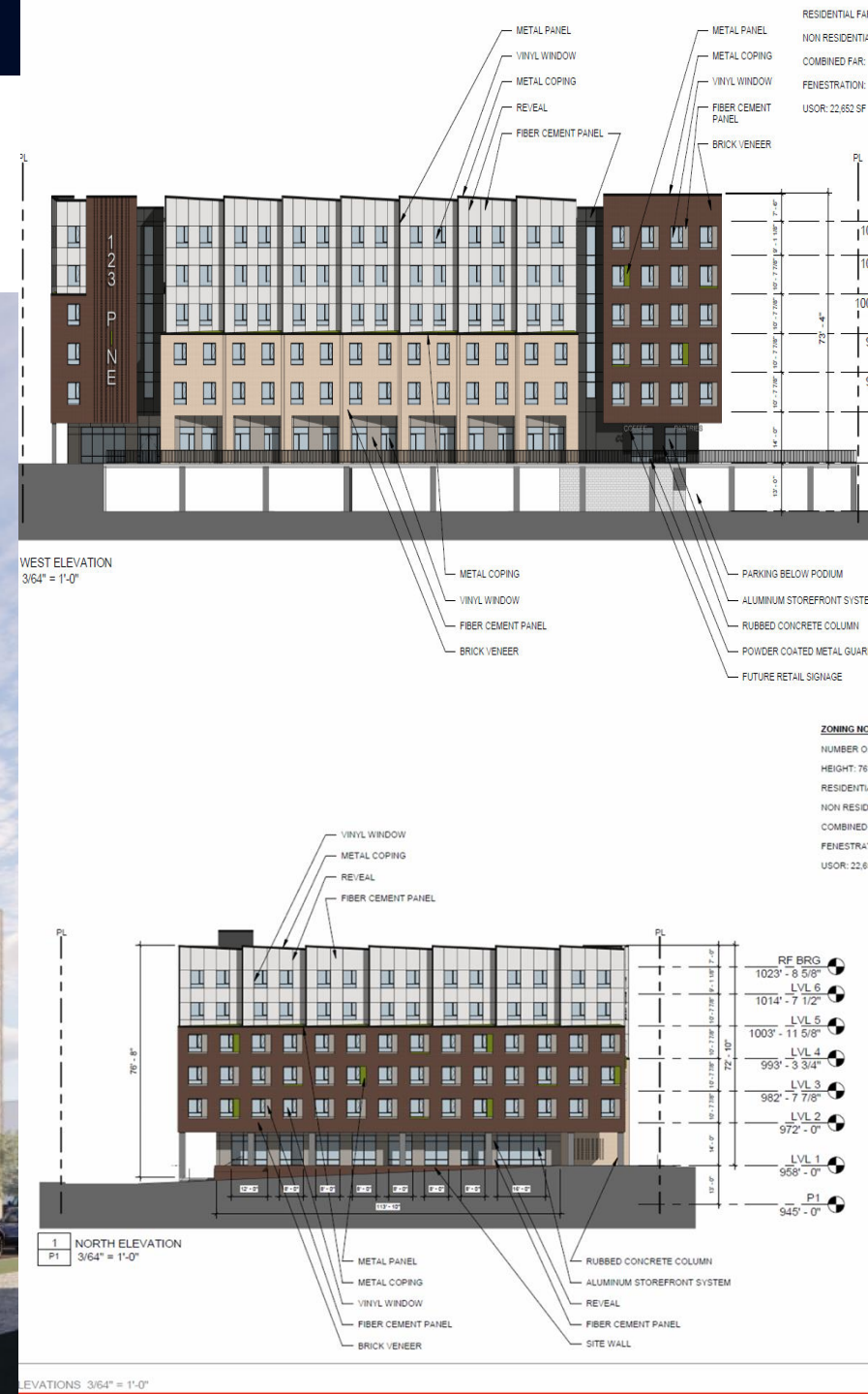


2022 Master Plan



Civic Center Phase 1

158 Units of Senior Affordable Housing Type 3 Construction – Earth Craft Certified



Redevelopment Framework

Master Plan Goals



01 PROMOTE EQUITY BY PROVIDING HOUSING CHOICES

Promote Affordability by Increasing Housing Stock and Supply of Affordable Housing

02 CREATE A VIBRANT CIVIC HEART

A Revitalized Square surrounded by Three Community Anchors

03 CONNECT TO LARGER CONTEXT

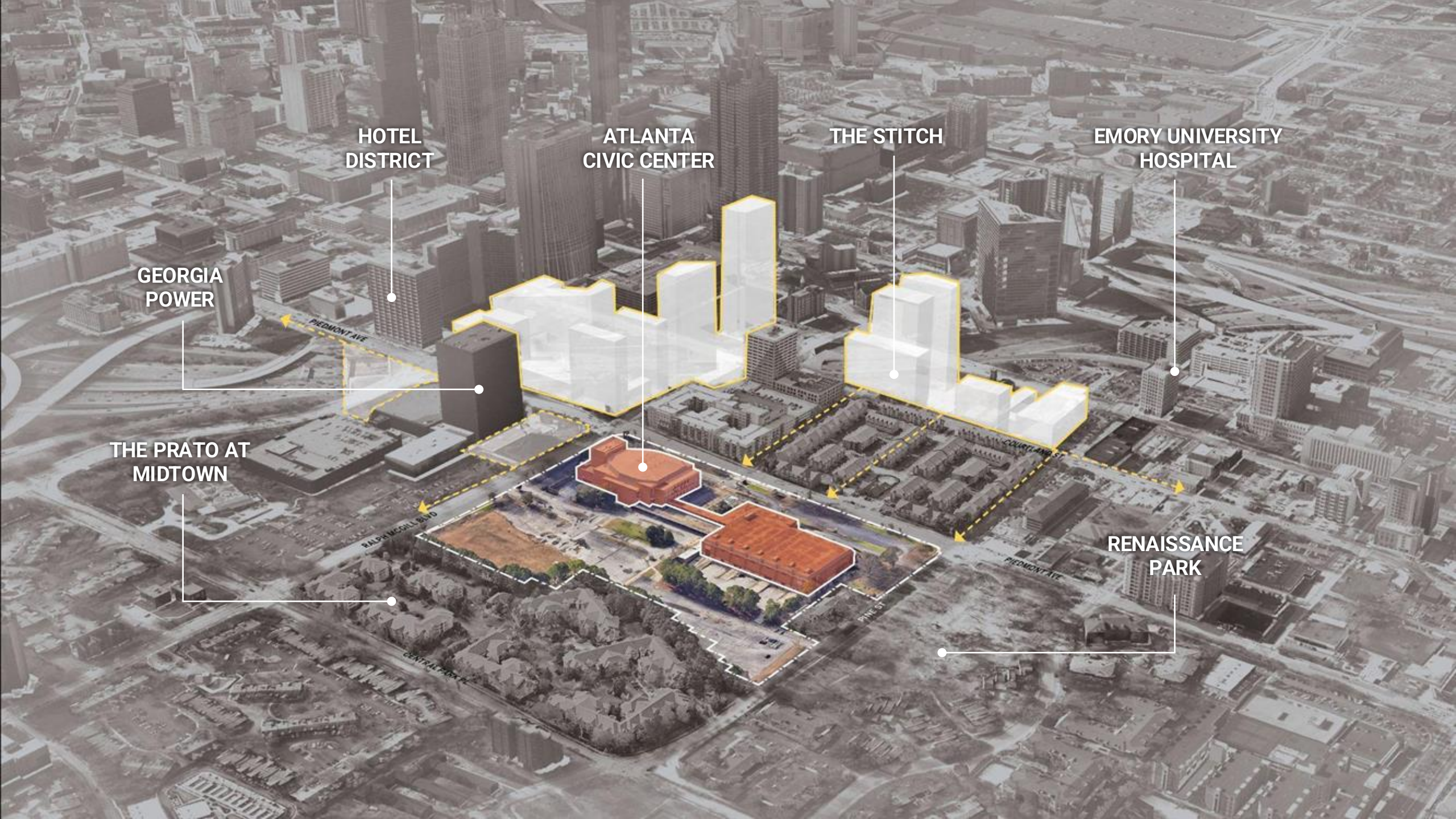
Overcome Environmental Barriers, Restore Connectivity

04 ENCOURAGE COMMUNITY STEWARDSHIP

Promote Civic Engagement, Meet the Needs of a Diverse Population

05 PROMOTE AN ETHOS OF SUSTAINABILITY

Increase Awareness about Sustainability Through the Public Realm



HOTEL DISTRICT

ATLANTA CIVIC CENTER

THE STITCH

EMORY UNIVERSITY HOSPITAL

GEORGIA POWER

THE PRATO AT MIDTOWN

RENAISSANCE PARK

PIEDMONT AVE

RALPH McCALL BLVD

CENTRAL PARK BLVD

PIEDMONT AVE