

Enhancing the New South's Greenery

Cablik Enterprises LLC

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Cablik Enterprises LLC is a medium-sized, fully licensed builder offering personalized, professional services in and around Atlanta. “We are a general contractor in the residential and commercial sectors, and we focus on in-town sustainable properties in local neighborhoods,” says Beth Fore, Cablik Enterprises’ vice president of operations and sustainability. “We focus on the core of communities. We build new homes or renovate existing properties where the community already is situated.”

Founded in 2002 by Alan Cablik, a Georgia Institute of Technology Building Construction graduate and city planning enthusiast, the company has become well-known for its steadfast focus on sustainability. Cablik’s philosophy on sustainability emphasizes using water and energy in a responsible way. The company also tries to minimize wasted space in its buildings. This approach to the business helps not only the environment, but also supports the six-person company’s revenue, which is projected to be around \$5 million in 2010. “Our residential sector has been successful in delivering high-quality homes, and those have been, to a large extent, owner-financed; so that’s one way that we’re staying ahead of the competition,” explains Fore, who has been with the company since December of 2008 and is part of a team rich in building construction, field engineering, land development, and facilities management experience.



Earth-friendly Examples

Indeed, Cablik has completed several projects that truly highlight the company’s ability to deliver a modern dwelling with sustainable features. The Liotta home, in Ansley Park, is “a great example of our niche architecture ... and it is seeking LEED certification,” says Fore. The four-bedroom, three-bathroom home is approximately 3,400 square feet and comprised of wood, steel, and concrete. The home

is oriented so as to reduce heating and cooling, and it can accommodate future solar panels on the roof. The home was designed carefully in order to minimize wasted space. By building on a previously developed space, Cablik was able to use the area’s existing infrastructure, and the new home had a minimal impact on the existing landscape.

A couple years ago Cablik completed the first phase of Skyline at Edgewood, a set of eight townhomes, built to

meet the standards of the EarthCraft program. EarthCraft is a program adopted in the Atlanta area to serve as a blueprint for energy- and resource-efficient homes. Each of the Skyline townhomes features a rooftop patio with skyline views of Atlanta. This indoor/outdoor integration benefits both the natural and the built environment for both the residence and resident – a unique aspect for any townhome. Cablik Enterprises will begin the second phase of Skyline at Edgewood in the near future.

Also in Inman Park is one of Cablik's distinguishable commercial spaces: The Elizabeth, a large neighborhood retail center designed to complement its surroundings and promote foot traffic. For the Elizabeth, Cablik worked as both the developer and general contractor. As a general contractor, Cablik subcontracts many specialized trades, so the company understands the important of maintaining solid relationships with its vendors. Cablik draws additional resources from organizations such as the U.S. Green Building Council, Greater Atlanta Home Builders Association and the Urban Land Institute, among others.

Soon Cablik will also get underway with Sky Hill, 12 townhomes located one block away from a popular retail area, eliminating some need to drive. "Sky Hill continues Cablik's trend of building modern and sustainable buildings," Fore describes. The townhomes have a unique façade along with underground parking and rooftop gardens that absorb water runoff and reduce a need for cooling. Each unit has three bedrooms and three bathrooms.

"We also have a commercial sector of the company, which is currently very busy with tenant improvement projects," says Fore. Some of Cablik's recent projects include the Dark Horse Tavern, Sugar Hair Salon, Melange Salon, two Snap Fitness gyms, and a Class-A office space. "These commercial projects are generally smaller in size than our residential projects, but our steady volume of projects enables us to remain busy and maintain our profitability," reveals Fore.

Big Does Not Mean Better

"We strive to incorporate sustainability into our new construction projects in a way that is appropriate for each particular project; many of our new homes are built to meet LEED or EarthCraft standards," says Fore. However, Cablik does more than just build sustainable homes; the company also practices sustainability in its office, which is located



in the mixed-use Glenwood Park development — one of Atlanta's best examples of New Urbanism. Cablik's office space relies largely on daylighting (which limits the need for overhead lighting), uses previously owned furniture, and strives for electronic communication whenever possible to reduce the need for office paper.

While many companies have been struggling in the economic turmoil, Cablik has survived the storm. "We do feel like we've been successful in the downturn because we are a little smaller than our competitors and have fewer overhead expenses," says Fore. However, it truly is the company's niche that supports its strength, explains Fore. "We are focusing on what we believe to be sustainable in the short-term and long-term. We focus on the established locations where people want to be, that already offer a great lifestyle. We deliver a quality product to those locations that will give the owner lower utility bills, better materials, and better indoor air quality."

Fore also foresees a positive change for Cablik in the near future. "We are definitely anticipating a further upswing in business as the economy continues to recover. We are well-poised to capitalize on the pent-up demand that we believe exists in the market." The work that Cablik Enterprises does improves Atlanta's infrastructure and society equally, and continues to position the company on the A-Town developers' A-list. •