

Landscape Architect's opportunity to design up, not out.



Adam R. Miller, RLA
Instagram - @adamrobertmiller
LinkedIn - Adam Robert Miller

Agenda

1. *Room Survey*
2. *Adam Bio - Snoozefest!!!*
3. *History of Chicago Roof Deck - Starting to get interesting*
4. *Building codes - Painful, but important!*
5. *Product overview - Just hitting the basics. No charts or graphs*
6. *Site design - OOOHHHH the sexy stuff! Show more pictures and shut up*
7. *Maintenance - Necessary evil*
8. *Project examples*

Obligatory pre presentation
raise your hand survey

1. *Who went to UGA?*
2. *Who works on commercial projects?*
3. *Who works on residential projects?*
4. *Who here has designed a roof deck?*
5. *Who here has built a roof deck?*
6. *Mystery question.....*

Disclaimer and agreement

There will be grammatical and spelling errors in this presentation.

There is a high probability that I will use four letter word in the next 60 minutes

Heckling is encouraged.

Questions are mandatory

Enjoyment is optional

Post presentation standing ovation...

All complaints should be directed to

longneck@uga.edu

Adam R. Miller - Quick Bio

2005 - BLA

2005 - 2010 HKM and Smith Group JJR

2010 - 2017 Design Principal at Chicago Roof Deck and Garden

2015 - UGA 40 Under 40



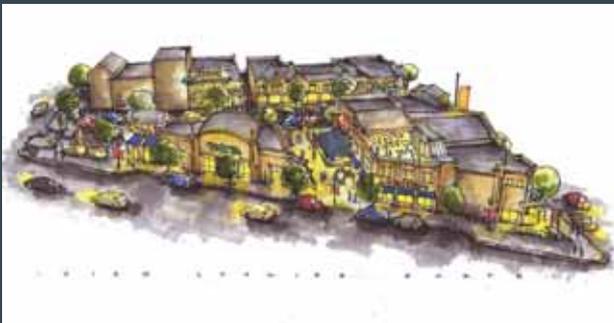
Projects



Highland Park lakefront master plans

Fox Valley Park District master plans

Northerly Island master plans and schematic design



Chicago Roof Deck + Garden

2010 - \$900,000 Total sales - 2017 Total sales \$8,500,000

Avg. Project size grew from \$25,000 to \$65,000

Increased profit margins from 10% to 28%

Created a Commercial division in 2013 - 2016 was 50% of total sales

2010 - 1,800 total users - 2017 - 90,000 total users

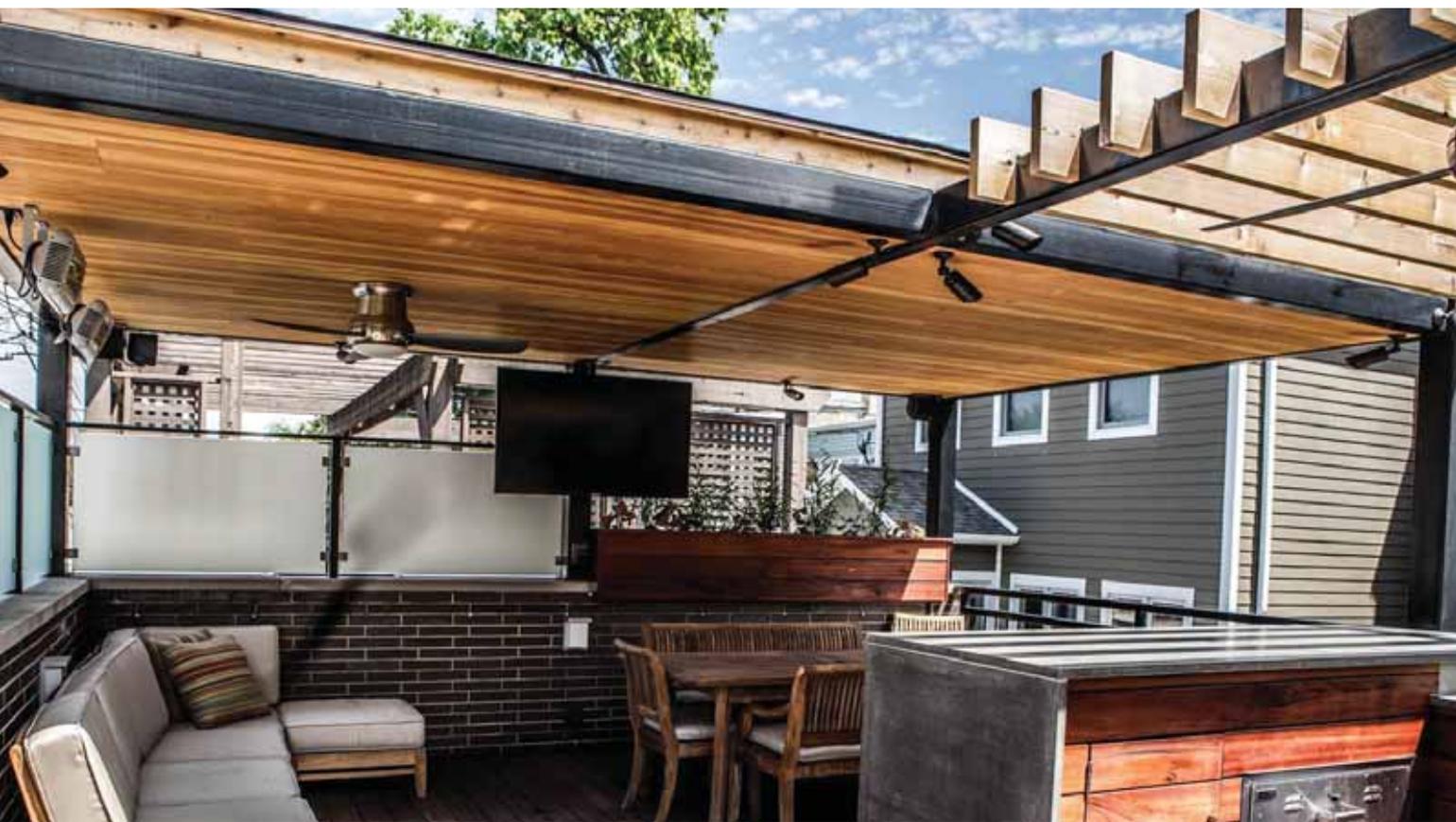
Top performer on HOUZZ and Yelp - 68 reviews 4.8 stars

Zero staff turnover in last 6 years



Roof Decks vs. Green Roofs











1. Building codes - Chicago

Residential vs. Commercial

Fire retardant material

Number of exits and distance to exits

Handicapped Access

Loads - Usually the same Live load and Dead loads requirements

How can interior codes affect exterior spaces - Does occupancy

The old way to fix Chicago code issues



The new way



How do you manage the
process?

HIRE A GOOD TEAM



Before



After



So many chefs with no kitchen. Just pointing at random things to sound important.

(That's me in the red shirt looking confused)

1. Building codes - Rehabs vs. New construction

Getting Grandfathered could cut permitting in half and reduce many code requirements.

Consider landmark status

What was it before and what is it going to be?

Is there a use requirement? Temporary use vs. Occupancy?

It is not cheating the
system, it is understanding
it.

(and then bending it)

(and then cheating it)





Rehabs vs. New construction



Rehabs vs. New construction









Somebody raise their hand
so I know you are paying
attention

2. Know your product

Not all product is created equal - New outdoor products are coming out every month!

Start with known brands - Unilock, True, Kischler, Trex

Verify testing

How long has the product been on the market?

Read Maintenance requirements - See Trex

UL rated or bust!!!



Concrete is a great product for exterior use, but the color and finish will change. Does your client know that?

2. Example - Outdoor Refrigeration



UNDERCOUNTER REFRIGERATOR DRAWER

24 INCH STAINLESS STEEL

TUR24D-SS-B STAINLESS STEEL

Undercounter Refrigerator Drawers are the ideal addition to your home, both indoor and out. They don't simply provide extra storage—they also help organize *the way you use your kitchen*. Designed to enhance an existing kitchen or to serve as a focal point for your new kitchen, True Refrigerator Drawers give you all the cold storage—and style—you could ask for.

EXCEPTIONAL FEATURES

Industry exclusive, 300-series stainless steel interior and exterior.
5.4 cubic feet of capacity.

Patented TruLumina® LED lighting gently illuminates your product and allows you to choose from 14 different color options with the push of a button.

True Precision Control® with steel touch technology and readout provides digital accuracy.

Balanced, forced-air refrigeration system enables rapid product pull down and even temperature throughout.

2 heavy-duty bin dividers per drawer.

Exclusive True®-Glide soft-close feature for both drawers.

Rated for both beverage and open food storage.

Star-K compliant.

UL rated for outdoor use.

2. Example - Ipe vs. Everyone else (Cumaru, etc.)



Fire Rated

Kiln dried

5/4" x 6

Not grooved - This is B grade material



*We all go
gray.*

2. Example - Porcelain Tile vs. Concrete tile



Strength vs. maintenance - Weight - Installation methods



Is it a product or a system?

*I hate stuff like
this. It's lazy
product selection.*





Yes I have a man crush on large format wood grain tile. Leave me alone!

3. Site Design - Trends in Use and Aesthetics

Outdoor living and outdoor dining...ROOMS!



3. Site Design - Use

A quiet garden space vs. full blown outdoor kitchen and entertaining space









*This is Will.
I just think
everyone needs a
Will in their life.*





4. Maintenance

Low maintenance outdoor product DO NOT EXIST!! Let's just clear the air now.

Look for product that is intended to weather

Porcelain tile is the closest thing to no maintenance I have used

Read your warranty and care documents!!!





*Everything
breaks
outside, so
plan for it.*





*If you ignore
something, eventually
it will become a big
problem!*



*Have someone to
manage your
maintenance.*

4. Maintenance - Plant material

Considerations

Drought tolerance

Wind tolerances - Grasses

Debris free material - No berries, do not attract wildlife



*When they tell you
they watered
everyday...but you have
your doubts*

5. War Stories - Questions



Conrad Hotel

5. War Stories - Questions



Guaranteed Rate



Contact me - MrAdamRobertMiller@gmail.com

Questions and Consulting

Project and design review

Sales training

Social media strategy - SEO - Blog Content - LinkedIn

Culture and goal setting