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

Adam R. Miller, RLA
Instagram - @adamrobertmiller
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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 - OOOOH HHH 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 SmithGroupJJR

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

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