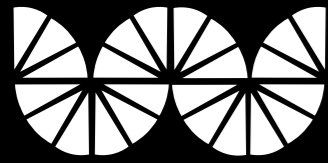




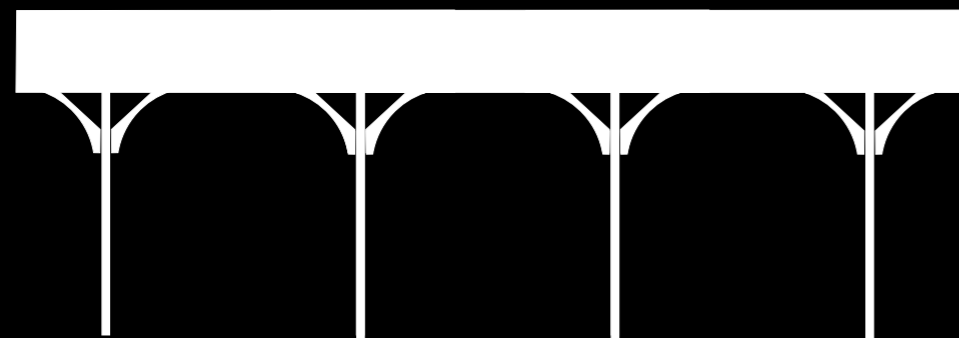
URBAN UMBRELLA™



URBAN UMBRELLA

WE ARE A NYC-BASED, VENTURE-BACKED DESIGN & ENGINEERING FIRM BEST KNOWN FOR OUR **PREMIUM SIDEWALK SCAFFOLDING**

WITH NEARLY A DECADE OF EXPERIENCE, WE OFFER SUPERIOR DESIGN SOLUTIONS FOR THE CONSTRUCTION AND EVENT INDUSTRIES, SPECIALIZING IN INNOVATIVE SCAFFOLDING, CUSTOM-MADE MODULAR CANOPIES, AND COMPREHENSIVE SIGNAGE AND BRANDING SERVICES. WE AIM TO REVOLUTIONIZE THE DESIGN INDUSTRY.



Benjamin Krall
FOUNDER / CEO



James Arnason
CFO



Brian Forrestal
COO



Paul DeFeo
DIRECTOR, PRODUCT



Spencer Beattie
DIRECTOR, OPERATIONS



Ethan Montero
DIRECTOR, SALES



Nicole Jodoin
DIRECTOR, EXPANSION



Jose Valencia
FIELD OPERATIONS
COORDINATOR



Maggie Lineberger
DIRECTOR, LOGISTICS



Jessie Goldbaugh
CONTROLLER



Faith Jones
DESIGN AND BRANDING



Benjamin Maltz
CHIEF OF STAFF AND
PROJECT ADMINISTRATOR



Felix Moreno
PROJECT SUPERVISOR



EJ Aranson
DIRECTOR, QUALITY CONTROL



Cynthia Starr
ACCOUNTING



Mario Osorio
PROJECT SUPERVISOR



Jake Lanciani
BUSINESS DEVELOPMENT



Robert Velazquez
PROJECT SUPERVISOR



Luis Reyes
QUALITY CONTROL



Aram Muraydan, Esq.
GENERAL COUNSEL

OUR FEATURES ARE SUPERIOR TO TRADITIONAL SCAFFOLDING



◆ Arches and No Cross-Bracing

Arches bolster aesthetics while eliminating the need for pesky cross-bracing. With cross-bracing gone, both movement and visibility become unobstructed, promoting pedestrian safety, wayfinding, and the conspicuousness of ground floor tenants.

◆ Varied Decking Options

Our classic transparent decking option provides a see-through ceiling, enabling natural light to reach the sidewalk. Our glossy opaque white “drop-panel” deck is perfect for hiding construction above. Our white fluted decking allows for quicker installation to help meet timelines. All are waterproofed.

◆ Bright LED Lighting

All Urban Umbrellas come with bright white LED lighting in a variety of temperatures to allow for maximum visibility, enhanced safety, and a clear pathway below— no matter the time of day. Both the shape and color of your lighting is customizable.

◆ A Versatile Design

Our system is modular, meaning it can be easily modified to accommodate any requirements set forth by our clients. We can easily engineer custom spacing between columns, custom spans, and custom corners. Adjustable feet allow our system’s height to be raised or lowered to adapt to site conditions.

◆ Integrated Signage

Urban Umbrellas are blank canvases, capable of transformation towards a host of creative use cases. The curated display of in-house-crafted signage featuring tenant logos, addresses, artwork, and more reposition our system as a compelling directional and/or marketing tool.

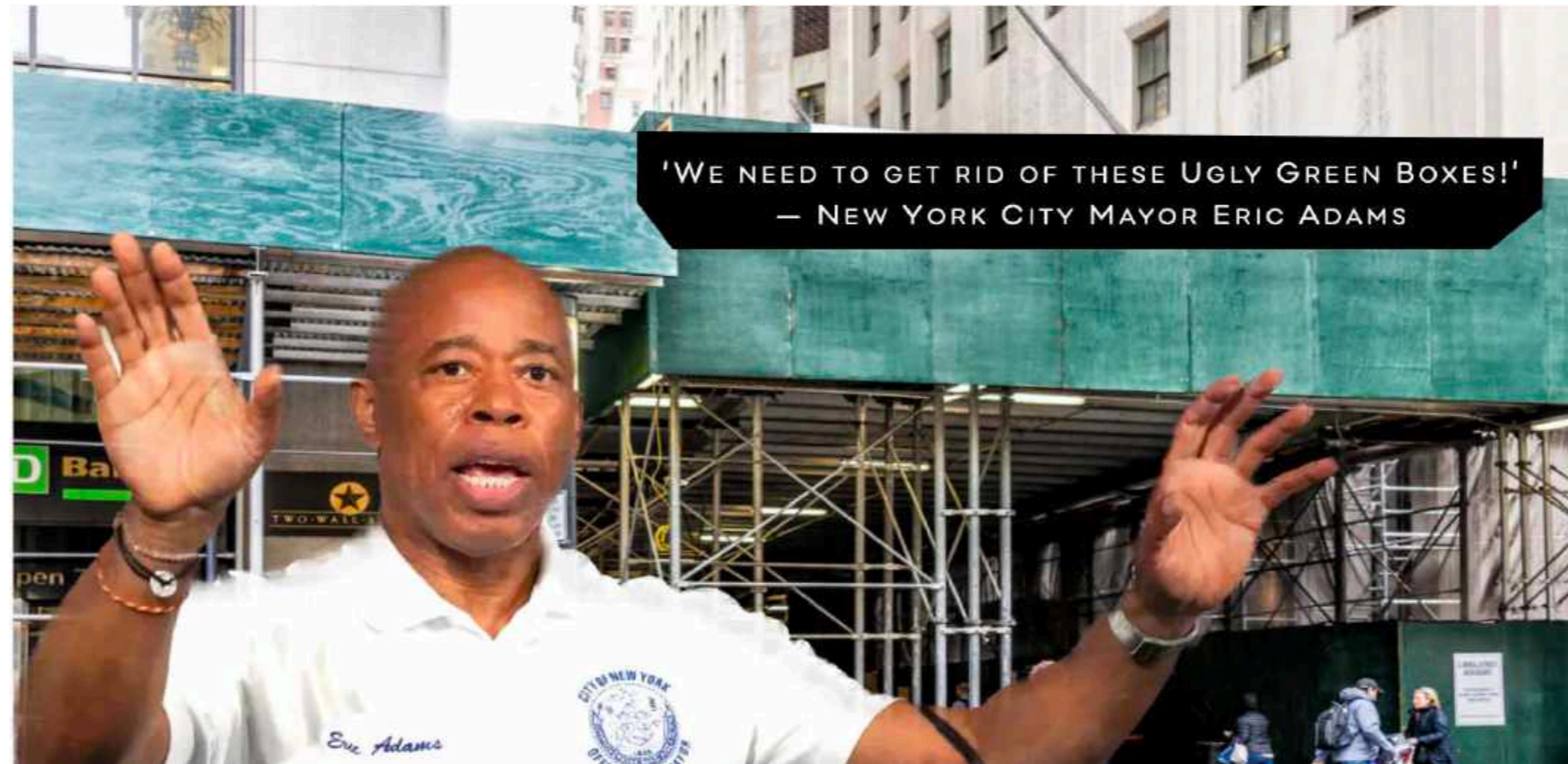
◆ A Durable, Sleek White Finish



IF YOU WANT A PREMIUM SIDEWALK SCAFFOLDING IN NYC, IT HAS TO BE AN URBAN UMBRELLA

Urban Umbrella has color and design privileges per NYC Building Code:

- ◆ The only company allowed to produce alternate-color sidewalk bridging and construction fencing.
- ◆ The only company allowed to feature our proprietary design and utilize transparent decking.
- ◆ Eleven patents, including unique arched supports (U.S. Patent D958,412; 2022).



EIGHT YEARS – 300+ PROJECTS – FIFTEEN MARKETS

PROPERTY MANAGEMENT & OWNERSHIP



ARCHITECTS & CONTRACTORS



ACADEMIA



HOSPITALITY



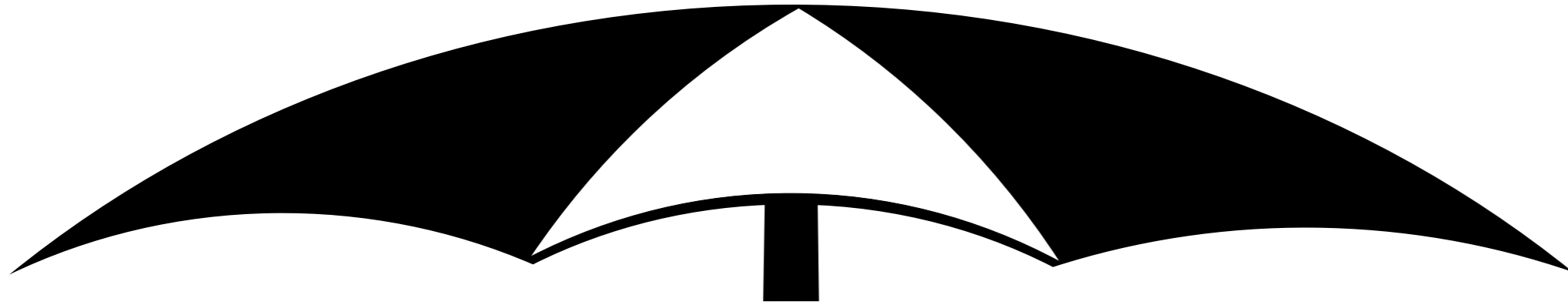
DEVELOPERS



ARTS & CULTURE



THE ONLY SCAFFOLDING COMPANY WITH A 100% SAFETY RECORD

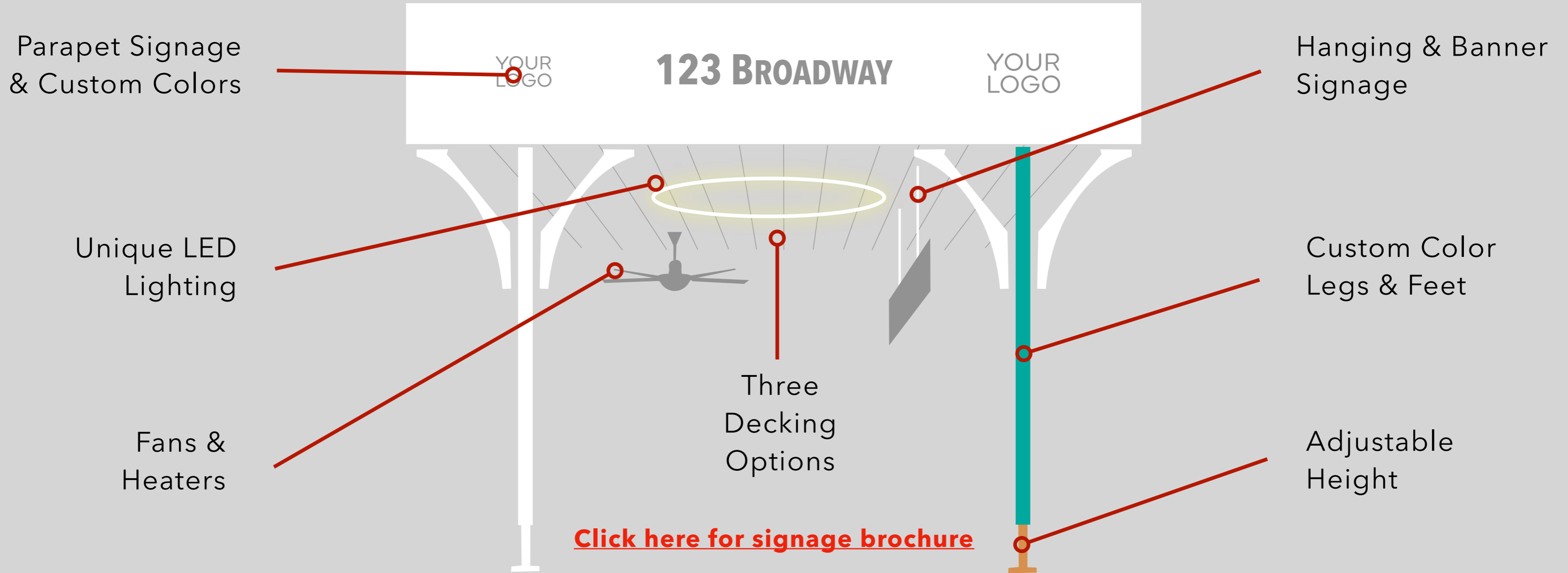


- ◆ We have zero claims and are backed by a \$10M insurance policy.
 - ◆ We've designed and produced all our products in-house, versus ordinary imported traditional scaffolding. A controlled supply chain ensures only the highest quality materials are used.
-
- ◆ Our columns and beams are thicker and sturdier, eliminating the need for pedestrian-unfriendly cross-bracing.
 - ◆ Our system is better suited than traditional scaffolding to receive impacts from all angles; our connection points are bolted together, not clamped.



CUSTOMIZE YOUR URBAN UMBRELLA

Work with us to turn a construction or maintenance project into a highly effective marketing opportunity.

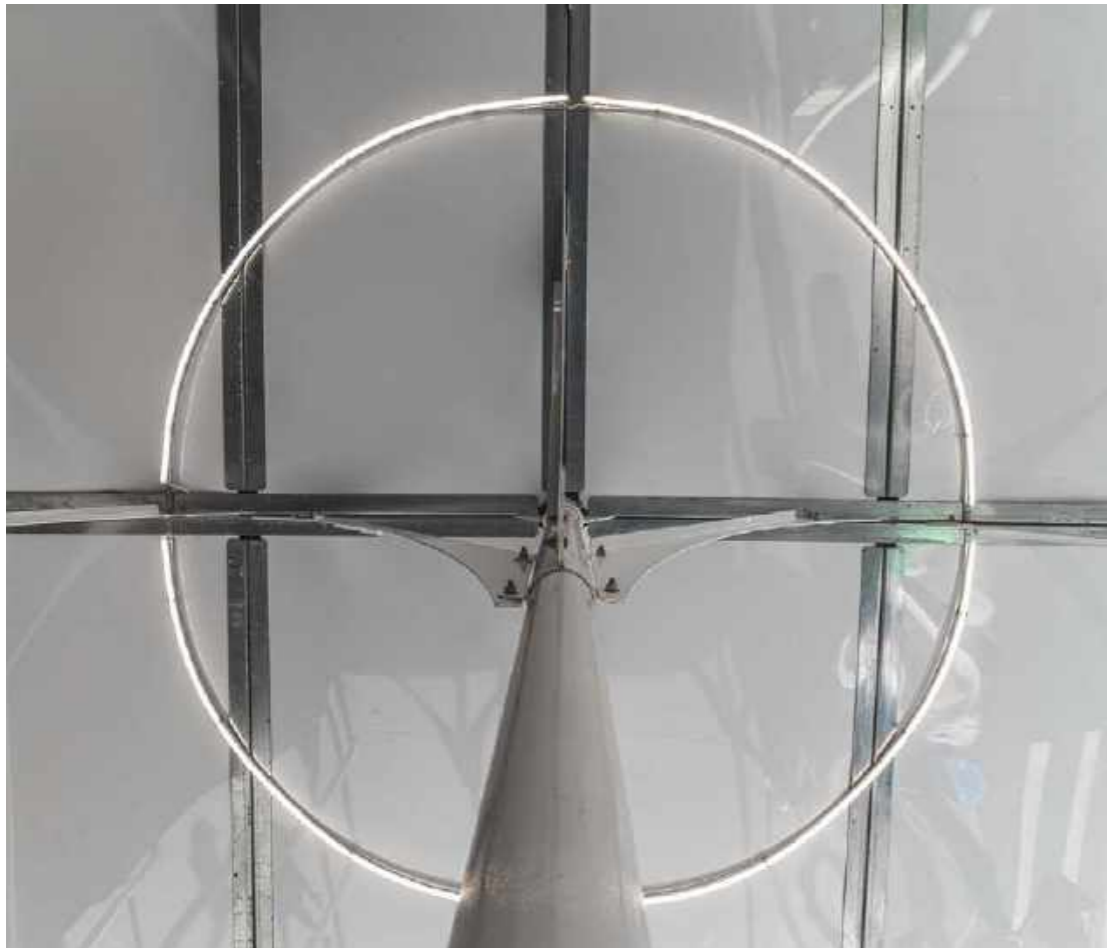


THREE DECKING OPTIONS

PRICING
VARIES

All decking options are waterproofed, contractor-friendly, and able to support a load capacity up to 600 PSF.

Glossy Opaque



- ➔ Hides work from view, ideal for concealing pipe scaffolding
- ➔ Glossy surface reflects light

Translucent



- ➔ Allows sunlight to reach sidewalk and ground floor tenants
- ➔ Enables sweeping skyward views

White Fluted



- ➔ Powder-coated glossy surface reflects light
- ➔ Built-in waterproofing



MULTIPLE SIGNAGE OFFERINGS

PRICING
VARIES

All signage is produced in-house. Parapet signage can be fabricated across a single panel or multiple panels.

[Click here for signage brochure](#)

Stencil



- ➔ Printed directly onto the parapet
- ➔ Custom color panels and façade color matching

3D



- ➔ Printed separately and then secured onto the parapet

Steel Banner



- ➔ Secured between legs, either perpendicular or parallel to sidewalk
- ➔ Multiple widths available

Hanging



- ➔ Hung perpendicular to the sidewalk
- ➔ Available in standard and illuminated



MULTIPLE LED LIGHTING DESIGNS

- ➔ Customize your lighting shape from our two base styles: arc-shaped and bar-shaped. Examples below.
- ➔ All lighting is controllable via remote and dimmable per request.



Circles



Stars



Half-Circle



Diamonds



Arrows



Waves



Custom-color
LED lighting
available upon
request

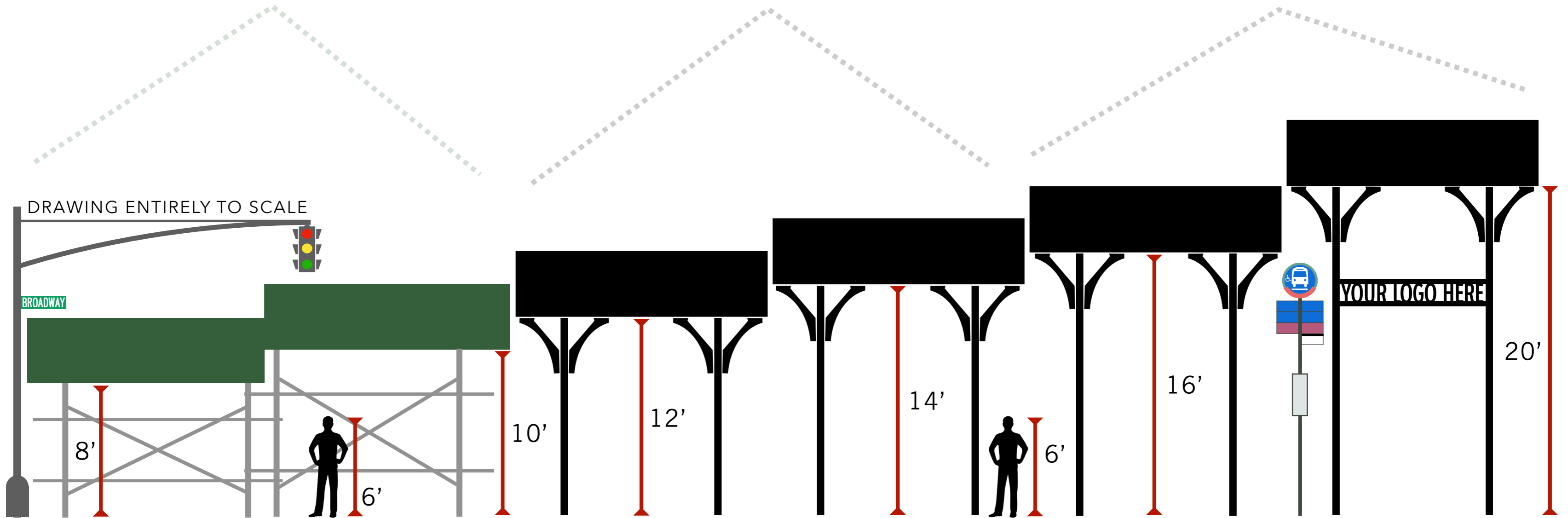


ADJUSTABLE HEIGHTS TO MEET YOUR NEEDS

TRADITIONAL SIDEWALK BRIDGING
INDUSTRY STANDARD
8' - 10' TALL

URBAN UMBRELLA STANDARD
SIDEWALK BRIDGING
12' - 14' TALL

URBAN UMBRELLA CUSTOM
SIDEWALK BRIDGING
16' - 20' TALL



SITE-SPECIFIC AND PROJECT-SPECIFIC

Load Capacity (50 - 600 PSF)



- ➔ Adjustable per any city's municipal building/construction codes
- ➔ For any condition or circumstance; not all sections need to be the same rating

Elegant Corners



- ➔ Sweeping, rounded corners mirror the curve of the sidewalk corner at any given curb, adjusted at each job to meet on-site conditions and proportions.

Custom Spans (8' - 50' T, 20' - 40' W)



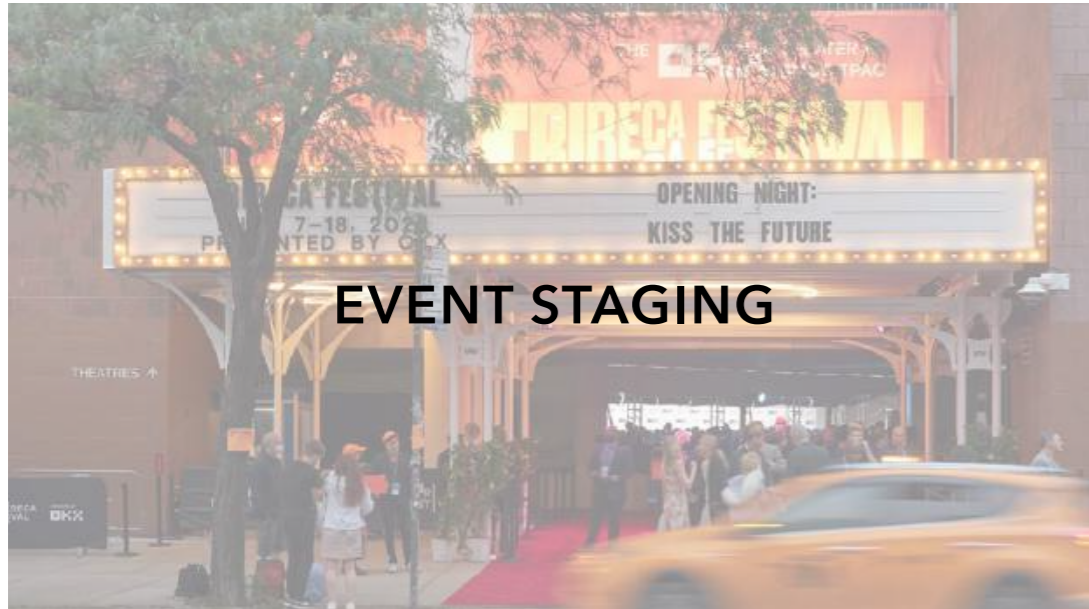
- ➔ Subway entrances
- ➔ Newsstands, stalls, and kiosks
- ➔ Bus stop shelters
- ➔ Garage openings
- ➔ Awnings and marquees
- ➔ Retail storefronts



OTHER SERVICES WE OFFER

We offer many products and services in the construction industry and beyond.

Click each to learn more

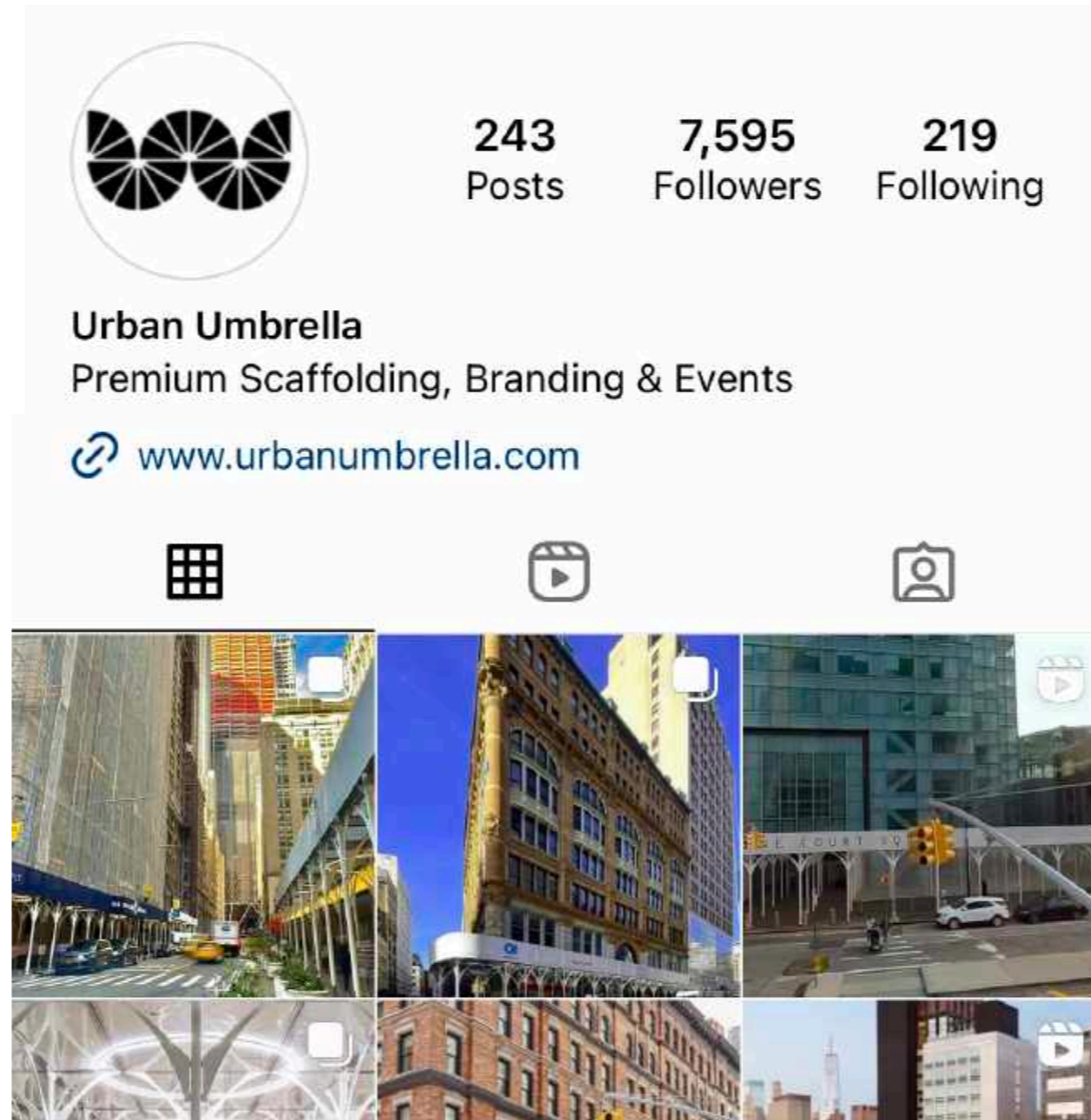



KEEP UP WITH URBAN UMBRELLA

[Check out our company video](#)

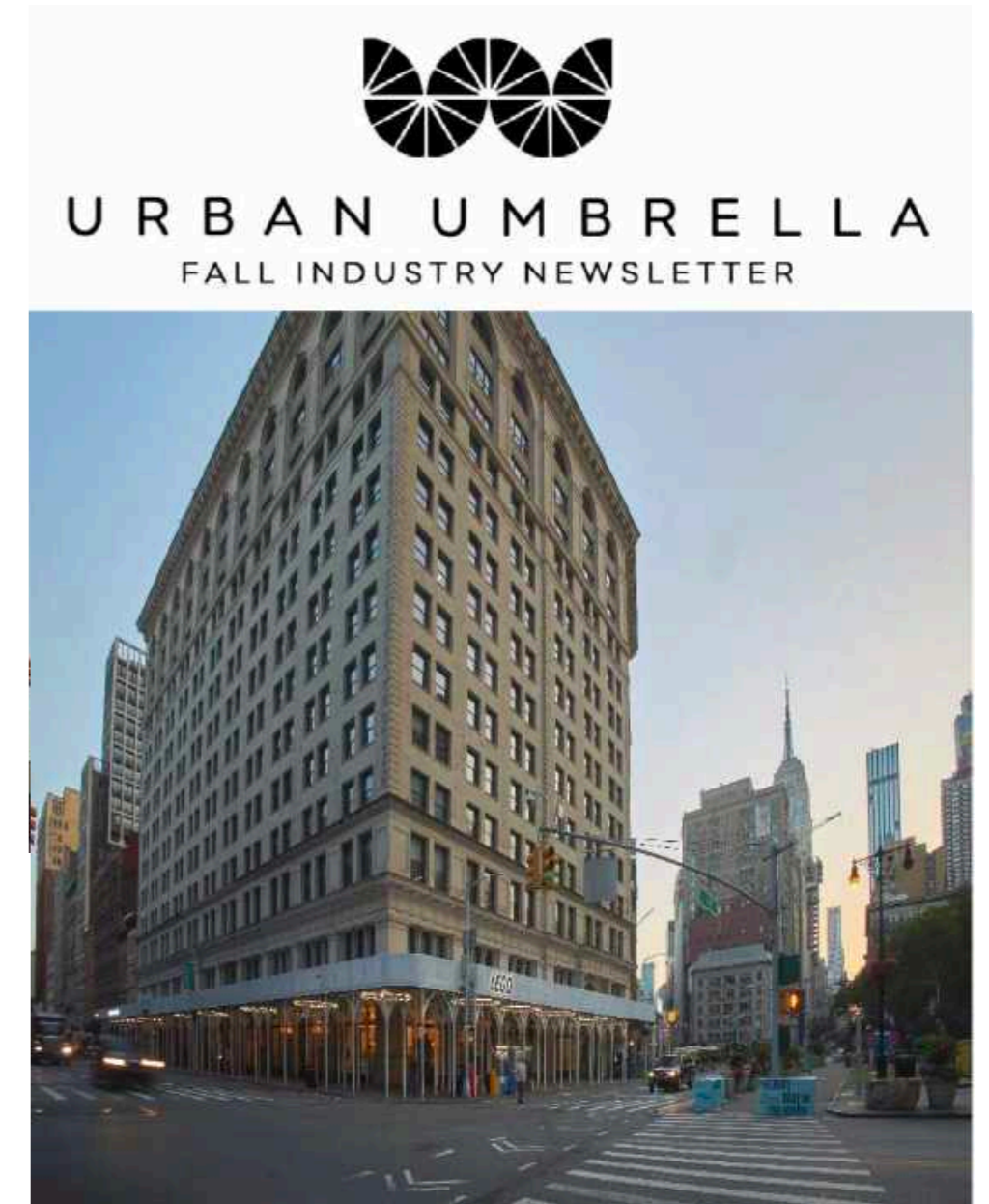


[Check out our Instagram](#)



 [@urban_umbrella](#)

[Check out our latest newsletter](#)



IN THE NEWS



The Sidewalk Shed, a Ubiquitous New York Eyesore, Gets a Makeover



Urban Umbrella Launches Art Activation Product at Design Miami/ 2022



Scaffolding Firm Debuts Framing That Fights COVID-19



BrandSafway Debuts The Future Of Overhead Protection At Paseo South Gulch



Scaffolding as Status Symbol? One Company Has High Hopes



How the Urban Umbrella Has Come Back to Life and Spawned Rivals



New York Luxury Shopping Thoroughfare Sees Scaffolding As An Amenity



NYC Scaffolding is Getting an Upgrade



These Giant Parasols Are Helping Cities Move Indoor Activities Outside



Urban Umbrella Launches in Nation's Capital, Expanding Its Event Canopies Product Line



This Sidewalk 'Front Porch' Was Designed to Help Students Return to School in COVID Times



Startup That Views Scaffolding as High-End Decoration Catches Attention of Investors



City of Sheds: Why Is There So Much Scaffolding In New York City?



Lancement d'Urban Umbrella au Centre-ville de Montréal



Uber Eats Partners With Urban Umbrella and WXY to Unveil New Outdoor Art and Dining Corridor in Harlem



Crain's Extra: Urban Umbrella Brings a Much-Needed Touch of Class to New York City's Streets



White Scaffolding Sprouting Up Across New York City In Attempt To Beautify An Eyesore



Preserving a Grand Entrance: Urban Umbrella's Event Activation Illuminates the 22nd Annual Tribeca Festival



Design-Forward Scaffolding Maker Urban Umbrella Partners with Manhattan's Madison Avenue BID



Who Says Building Scaffolding Has to Be Ugly? Urban Umbrella Announces Solution to NYC Scaffolding Scourge



The Real Deal #CoffeeTalk: Urban Umbrella CEO Explains Why Scaffolding Needs a New Look



Small Business Spotlight: Urban Umbrella: Disrupting the Market and Keeping Businesses Open



New City Rule Will Sprout More Sidewalk Sheds Despite Mayor Adams' 'Get Sheds Down' Program



FOCUS. and Urban Umbrella Reunite for NYFW SP2024





NORDSTROM

5
CORNELIUS
CIRCLE

NORDSTROM

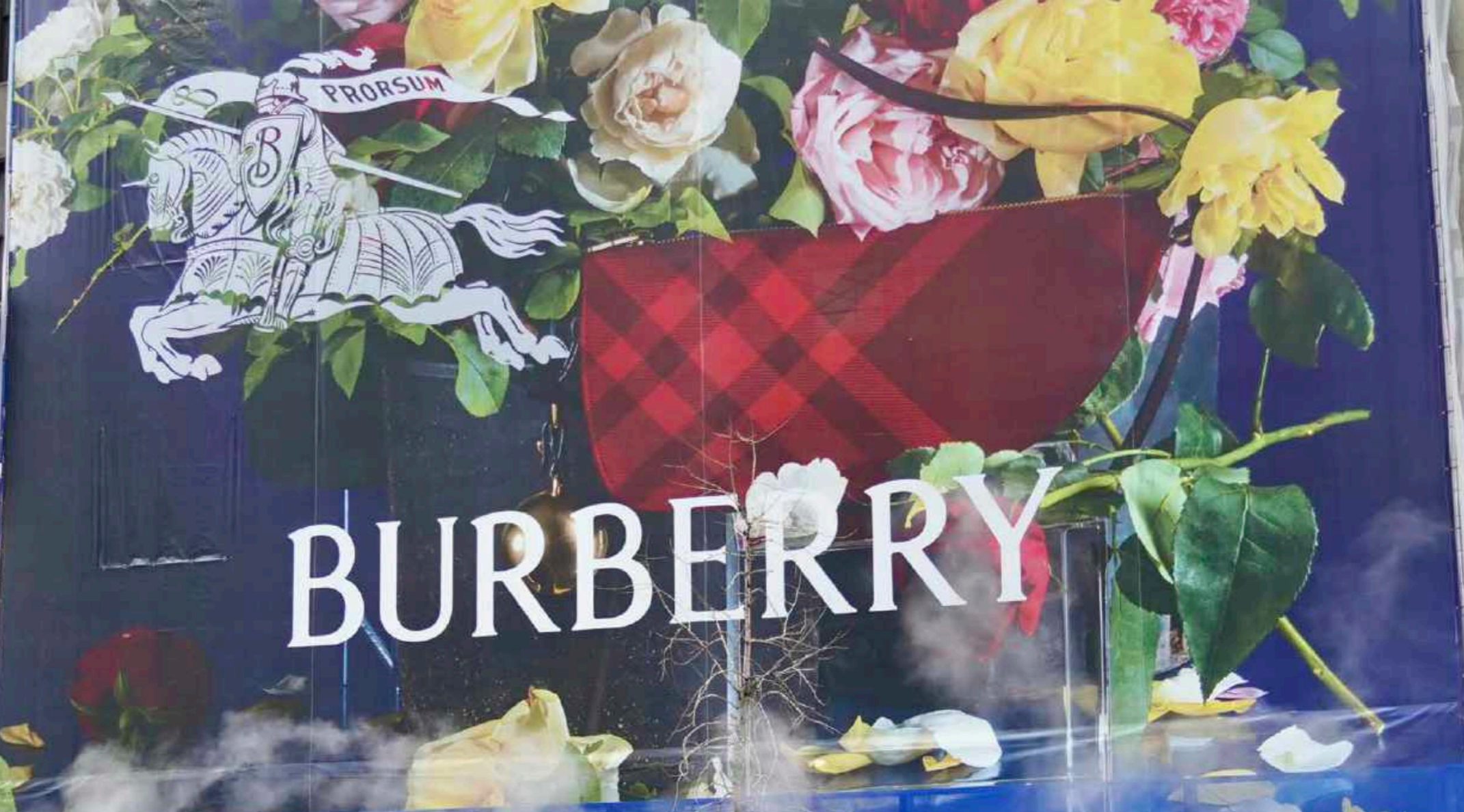
W 58 St

1790 BROADWAY, NORDSTROM, MIDTOWN, MANHATTAN, NYC

URBANUMBRELLA.COM



KENNERT
aliergalleries.com



BURBERRY

DAVID YURMAN

BURBERRY

BURBERRY

9 EAST 57TH STREET, BURBERRY FLAGSHIP, MIDTOWN EAST, MANHATTAN, NYC

URBANUMBRELLA.COM



HERNO

TIFFANY & CO.

ALEXANDER
LAVECCHIA
ARCHITECT





TERMINAL ONE, JFK INTERNATIONAL AIRPORT, QUEENS, NYC

URBANUMBRELLA.COM





“Working with Urban Umbrella is like being a kid again with Legos - but in a real NYC street kind of way.”

- Overland Entertainment



DIOR

DIOR

"Urban Umbrella is a game-changer. It takes what is a necessary element of the New York City streetscape, and not a particularly welcome one-scaffolding-and turns it into an amenity."

- Matthew Bauer, President, Madison Avenue Business Improvement District





EATALY

"We've been working with Urban Umbrella at multiple projects. They have exceeded our expectations! Their prompt, professional service and high-quality sidewalk shed installations make the entire process hassle-free. I highly recommend them for their commitment to safety and aesthetics."

- Lirdi Mexhitaj, Royal Concrete & Masonry

“Urban Umbrella is the ideal choice for prominent addresses and anchor buildings like ours. When your corner is THE corner, it pays to have smart, aesthetic, premium protection.”

- Manhattan Building Owner



“Urban Umbrella transformed our sidewalk space during unfortunate construction events. The team is honest, efficient, and always puts the customer first. Every high-end brand should consider spending more for Urban Umbrella’s premium scaffolding.”

–YSL Management



111 West 57th Street

111w57.com

"The Urban Umbrella opens up the sidewalk to improve the pedestrian experience...and is a vast improvement over conventional scaffolding. We hope it becomes the industry standard."

- Mark Dicus, Executive Director, SoHo Broadway Initiative



"Urban Umbrella is our preferred scaffolding for new developments, especially when on-site sales galleries necessitate safe, aesthetic protection to reel in prospective tenants."

- New York City-Based Developer



RALPH LAUREN

"I was skeptical at first... [as] my budget really didn't allow me to spend more on scaffolding. After nine months of having an Urban Umbrella, though, I can honestly say it was one of the smarter decisions I've made as a building owner. I've retained all my ground floor tenants, I was covered by local press, and I was praised by the local community board. Benjamin and his entire team are first class, a great partner for years to come."

- Manhattan Building Owner



LOUIS VUITTON

"Urban Umbrella's solution was perfect. ...It provided attractive and effective protection for the property as we undertook our work. Many tenants and visitors commented very positively on its outstanding appearance. Ben and his team worked professionally and collaboratively with my staff to ensure all schedules were met."

- Peter Kalikow, Kalikow & Co.

1

