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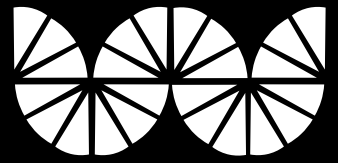
DIOR



URBAN UMBRELLA™  
The Future of Public Space

SIGNAGE & BRANDING BROCHURE



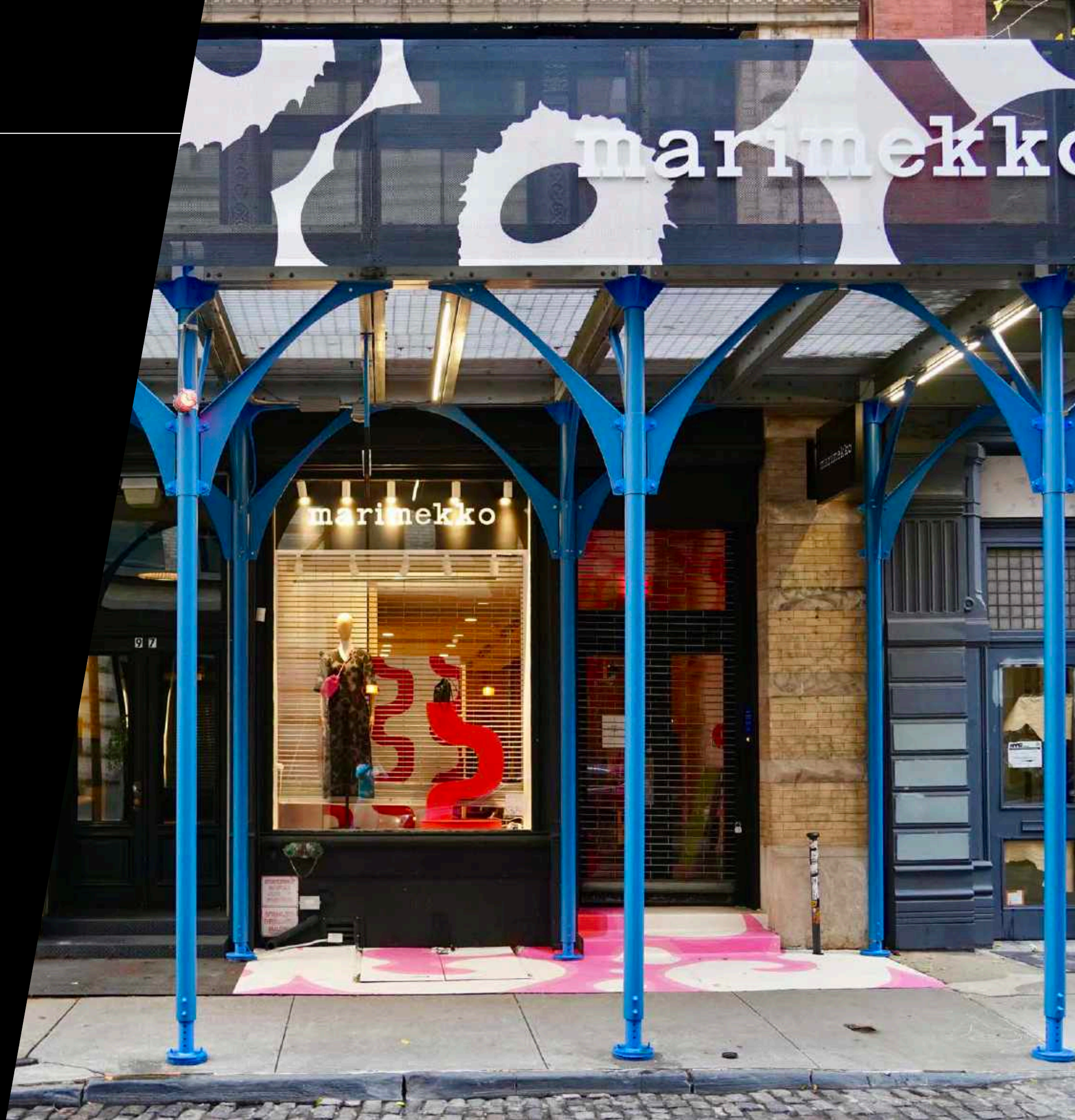
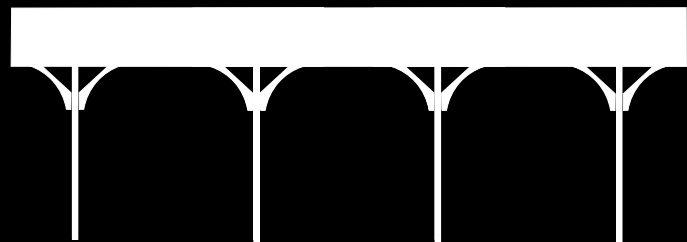


URBAN UMBRELLA

THE **ONLY** APPROVED PREMIUM  
SIDEWALK SCAFFOLDING  
ON THE MARKET

We are a NYC-based, venture-backed design and construction firm best known for our **white sidewalk scaffolding product**.

With nearly a decade of experience, we offer superior design solutions for many industries within and beyond the construction realm, specializing in innovative scaffolding, custom-made modular canopies, event staging, pipe scaffolding, shoring, and comprehensive signage and branding services.





# A BLANK CANVAS

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Urban Umbrella is the first of its kind, the only alternative to traditional sidewalk scaffolding thoughtfully designed with both pedestrians and tenants in mind. Make your sidewalk scaffolding stand out: Our Urban Umbrella is your blank canvas.

**FACT:** Traditional sidewalk sheds hinder ground-floor visibility. Cross-bracing and minimal lighting obscure storefronts, obstruct signage, impair navigation, yield darker sidewalks, harming the tenant and pedestrian experience overall.

**FACT:** Urban Umbrella is different. We celebrate and maximizes any façade we're installed in front of. Arched braces and bright LEDs open up the sidewalk, promoting mobility and visibility so that streetscapes remain legible, dynamic, and healthy.





# OUR MENU OF OFFERINGS

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Parapet Signage



Custom Designs



Under-Deck Signage



Brace Fillers



Custom Lighting



Kit of Parts



Custom Netting



Custom Walls



Branded Level 5 Walls



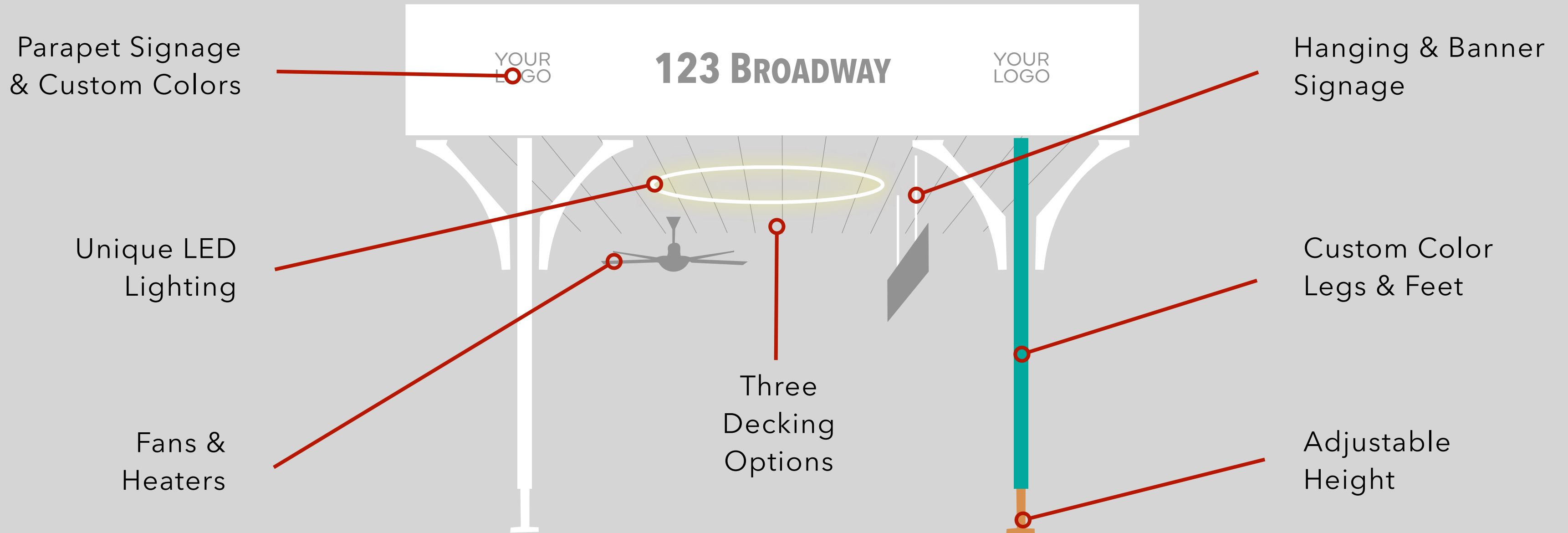
And More!





# CUSTOMIZE YOUR URBAN UMBRELLA

Let our sidewalk scaffolding be your newest promotional device, not a burden. Work with us to turn a construction or maintenance project into a highly effective marketing amenity or impressive wayfinding campaign.





Custom Parapet Design

Custom Signage

Branded Brace Fillers

Custom Lighting

Hanging Signage

Custom Color Legs







Custom Parapet Color

Custom Netting

Custom Signage

Custom Engineered Span

Custom Color Legs





# BRANDS TRUST US: SELECT SIGNAGE & BRANDING CLIENTS





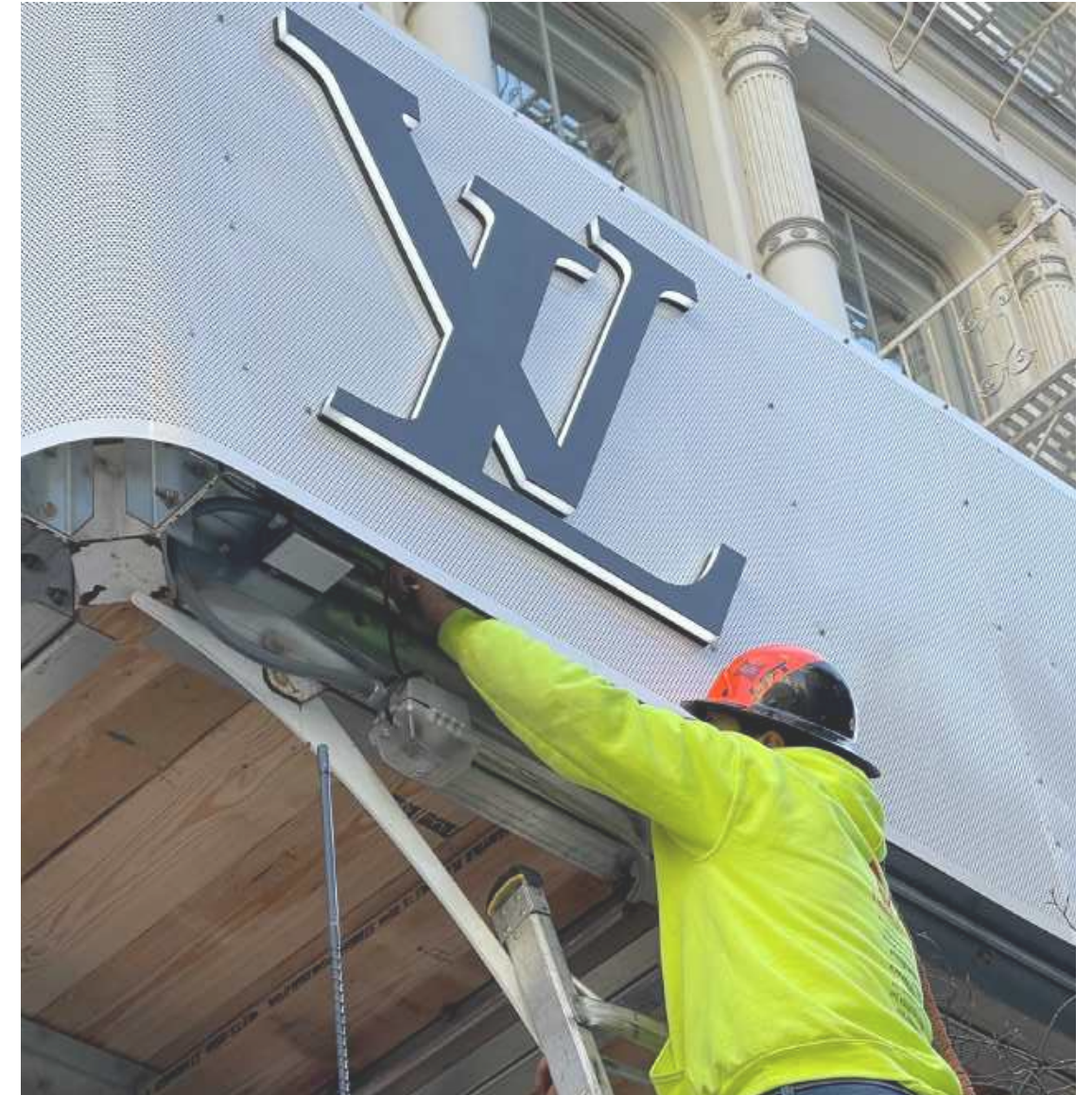
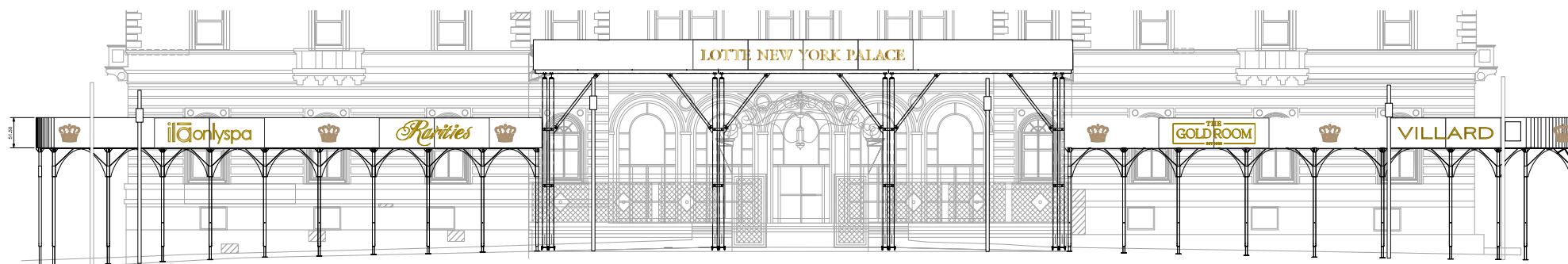
# THE PROCESS: HOW IT WORKS

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Urban Umbrella fabricates and installs all of its signage and branding in-house. In doing so, we have eyes over the entire process from start to finish, ensuring high quality, efficiency, and customer service. Our team can work directly with a client, a landlord, or the tenant themselves to align goals and provide the best aesthetic possible.

- We work directly with brands and clients to understand goals and objectives.
- After collaborative brainstorming sessions, we make recommendations based on best practices and historical data.
- Layouts, elevations, and renderings are provided at no cost.

LEAD TIMES RANGE BETWEEN **ONE** TO **TWO** WEEKS, DEPENDING ON COMPLEXITY OF CUSTOMIZATIONS.





# PARAPET SIGNAGE: THREE OPTIONS AVAILABLE

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When sidewalk scaffolding is erected, signage is often obstructed. Building owners, property managers, and ground-floor tenants alike lose their ability to adequately display addresses, exhibit logos, and promote brands. Urban Umbrella comprises a seamless solution, ensuring thoughtful, enhanced visibility of your frontage.

## Stencil Signage

PRINTED DIRECTLY ONTO THE PARAPET



## 3D Signage

SECURED ONTO THE PARAPET



## 3D Illuminated Signage

SECURED ONTO THE PARAPET  
(EDGE- AND FACE-LIT OPTIONS AVAILABLE)







PERSONAL TRAINING  
PHYSICAL THERAPY  
PODIATRY  
AESTHETICS

HEALTHHUB

HEALTHHUB

SPORTS MEDICINE  
ACUPUNCTURE  
CHIROPRACTIC  
LASER SPA

HERSCHEL SUPPLY COMPANY



Psycho  Bunny

140 5 AVENUE

URBAN UMBRELLA  
212 698-0905  
140 5th Avenue  
New York, NY 10003  
Phone No. 201 411-1541

leep number

140 Fifth Avenue

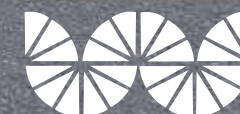






MAX BRENNER CHOCOLATE BAR, 841 BROADWAY, MANHATTAN, NYC

URBANUMBRELLA.COM



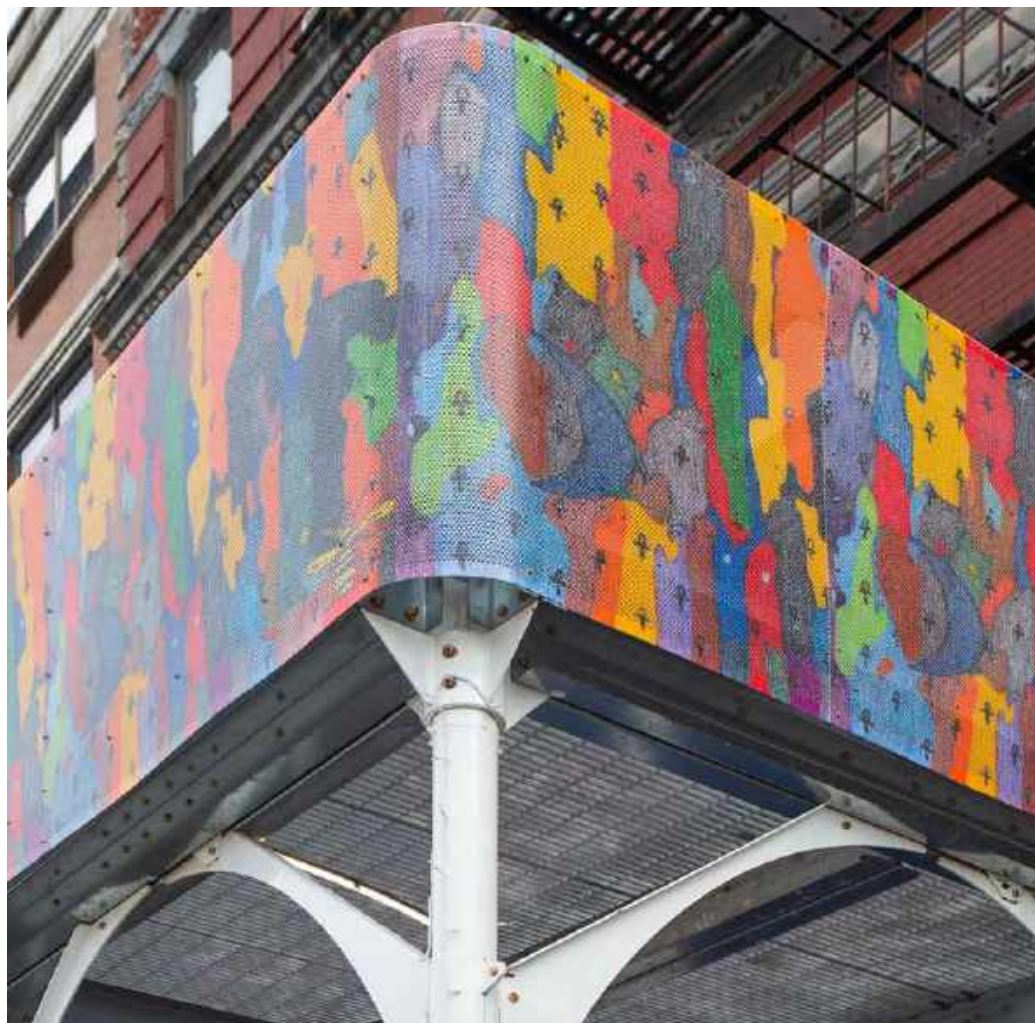


# SYSTEM DESIGNS

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For brands that want to make an impression, the Urban Umbrella system is at your disposal. With options ranging from parapet designs, to colored columns, to a full system wrap, anyone can transform our structure to meet and even exceed their needs. Whether you want to match the color of a logo or façade, we're here to make it happen.

## Custom Parapets



## Itemized Vinyl Color Wraps



## Full Vinyl Color Wraps







W

WILSON

Wilson

594

Wilson

598

598

RETAIL SPACE FOR LEASE  
James Formularo  
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Work in Progress - Construction

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2  
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THE YALE CLUB



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QUALITY ITALIAN, 57 WEST 57TH STREET, MANHATTAN, NYC

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# UNDER-DECK SIGNAGE

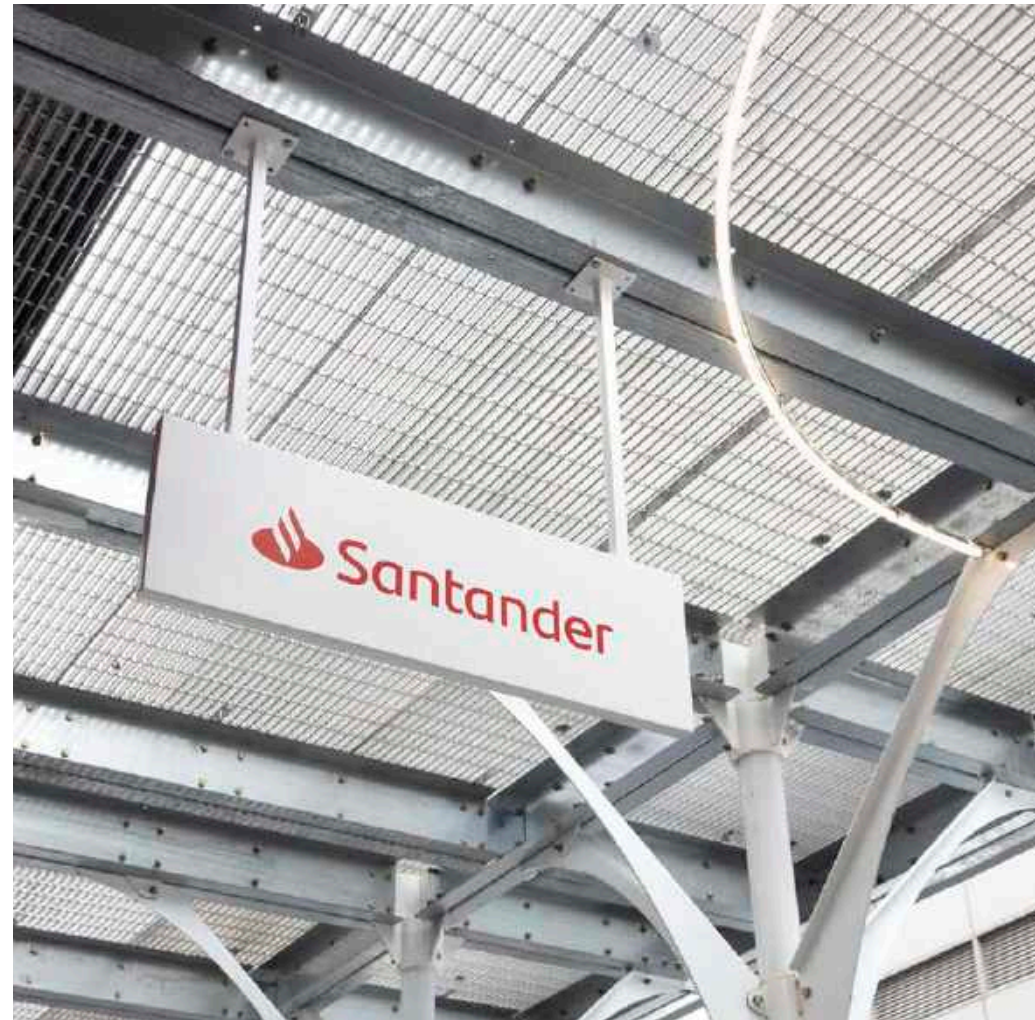
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Enhance the reach of your storefront with eye-catching signage. Whether it's an initiative to expand the reach of your branding or a wayfinding tool to direct pedestrians to your desired destination, under-deck signage is the perfect addition to maximize visibility.

## Banner Signs



## Hanging Signs



## Bladed Signs





# BRACE FILLERS

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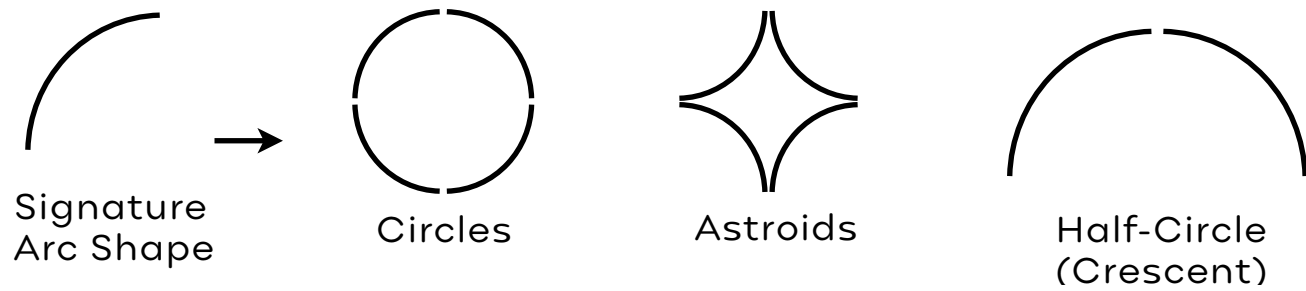
The Urban Umbrella is a marketers dream, with just about every aspect of the system offering a unique opportunity for customization. Even the spaces in between our braces comprise creative branding real estate!





# CUSTOM LIGHTING

All Urban Umbrellas come equipped with bright LED lighting. We provide complimentary layouts. Clients have the opportunity to customize lighting colors and shapes, control colors with a remote, dim the lights for a moody outdoor dining experience, and create an unique atmosphere with automatic changing colors.



## Custom Colors


## Dimmers

## Custom Shapes & Patterns





972 5 AVENUE

 URBAN UMBRELLA

(212) 651-0305

[www.urbanumbrella.com](http://www.urbanumbrella.com)

@urbanumbrella

Permit No. M00341772-1-SH

For more information visit [www.nyc.gov/buildings](http://www.nyc.gov/buildings)







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THOMPSON®  
CENTRAL PARK - NEW YORK





# A COMPREHENSIVE KIT OF PARTS

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The customizations do not stop at signage and lighting. Urban Umbrella offers a host of attachments that can be utilized to keep pedestrians and patrons comfortable.

**Hanging Heaters**



**Hanging Fans**



**Screens, Partitions, Enclosures**



**Speakers**



**and more!**







APPLE DOWNTOWN BROOKLYN, 123 FLATBUSH AVENUE, BROOKLYN, NYC

URBANUMBRELLA.COM





# CUSTOM FAÇADE NETTING AND LEVEL-FIVE CONSTRUCTION WALLS

Often times when sidewalk scaffolding is erected, pipe scaffolding follows. It need not be a detriment: Pipe scaffolding creates an even bigger opportunity for brand establishment and messaging. So does any construction wall that covers it!





"Somewhere between living and dreaming, there's New York."



HYATT  
UNION  
SQUARE  
NEW YORK

HYATT UNION SQUARE



Yield is good.

Invest with public.com

\*Yield is subject to market conditions. Returns are not guaranteed. See prospectus for details.

BEWERY  
ROAD

HYATT  
NEW YORK  
UNION  
SQUARE

URBAN UMBRELLA

LIBRARY OF  
DISTILLED  
SPIRITS

PROJECT  
FARMHOUSE





## AND MORE!

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At Urban Umbrella, we regularly strive to innovate, discover, and explore new possibilities for how sidewalk scaffolding and best serve the public. Have an idea? Let's make it come to life. Our team of designers and creative minds are committed to doing the unthinkable through diligent and safe practice. The possibilities are truly endless.





# FREQUENTLY ASKED QUESTIONS

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◆ **Q: If I don't have a logo, can you help me create one?**

A: Absolutely! Work with our design team to create a logo that suits you.

◆ **Q: I want to install the Urban Umbrella as soon as possible, but I need more time to consider signage. Can my signage be installed at a later date?**

A: Yes— With skilled labor, our signage is easy to install and deinstall. That means that signs can be put in place any time after the Urban Umbrella itself is already installed.

◆ **Q: Can I adjust my signage seasonally?**

A: Yes. Signs can be added and removed easily, as you wish.

◆ **Q: Can I use my own signage vendor to install signs on an Urban Umbrella?**

A: Unfortunately, no. We ask that you go through us if you would like any sort of signage on your Urban Umbrella. Our vendor has been specially vetted and approved by our third-party engineer to install signage on our sidewalk sheds.

◆ **Q: Do I have to purchase the code-required parapet information panels?**

A: No. These panels are included with every Urban Umbrella purchase.

◆ **Q: Why are Urban Umbrellas white when most other scaffolding is green?**

A: New York City municipal code states that all scaffolding must be “hunter green,” with one exception: Urban Umbrella. After winning New York City’s scaffolding design competition in 2009, Urban Umbrella became the only scaffolding company authorized by the NYCDOB to produce shedding in alternate colors. Urban Umbrella’s signature color, white, is designated only for Urban Umbrella usage. In fact, the New York City Municipal Building Code (2021) Chapter 33 § 3307.6.4.11 states that only “sidewalk sheds that are of a model whose prototype won a design competition recognized by the city may be white in color.” This refers solely to Urban Umbrella.

◆ **Q: Does Urban Umbrella only provide one type of decking?**

A: No, we offer two types. One utilizes heavy-duty steel grating and transparent polycarbonate, maximizing natural lighting for pedestrians and ground-floor tenants. The other comprises OSHA wood decking with glossy white panels underneath, ideal for projects with

pipe scaffolding above. The white panels reflect lighting for a brighter path below and keep the timber decking and pipe scaffold out of sight from the street.

◆ **Q: Does Urban Umbrella provide quality control and maintenance?**

A: Yes. As part of your Urban Umbrella package, you have access to our maintenance team, available 24/7 and able to mobilize quickly and efficiently. Comprehensive quality control check-ups are conducted regularly by a member of the Urban Umbrella team.

◆ **Q: What add-ons and customizations does Urban Umbrella offer?**

A: Many. Urban Umbrella offers a whole host of optional add-on features and customizations. Customizations include decking type, shed height, specialty rounded corners, parapet signage and design, hanging signage and design, under-decking signage, column coloration, LED lighting coloration and design (operable via remote control), and illuminated/non-illuminated parapet lettering. Add-ons include our Kit of Parts, which features heaters, fans, speakers, sanitization stations, floor decals, signage, planters, barricades, trash receptacles, plastic curtains, partitions, and QR-code stickers.



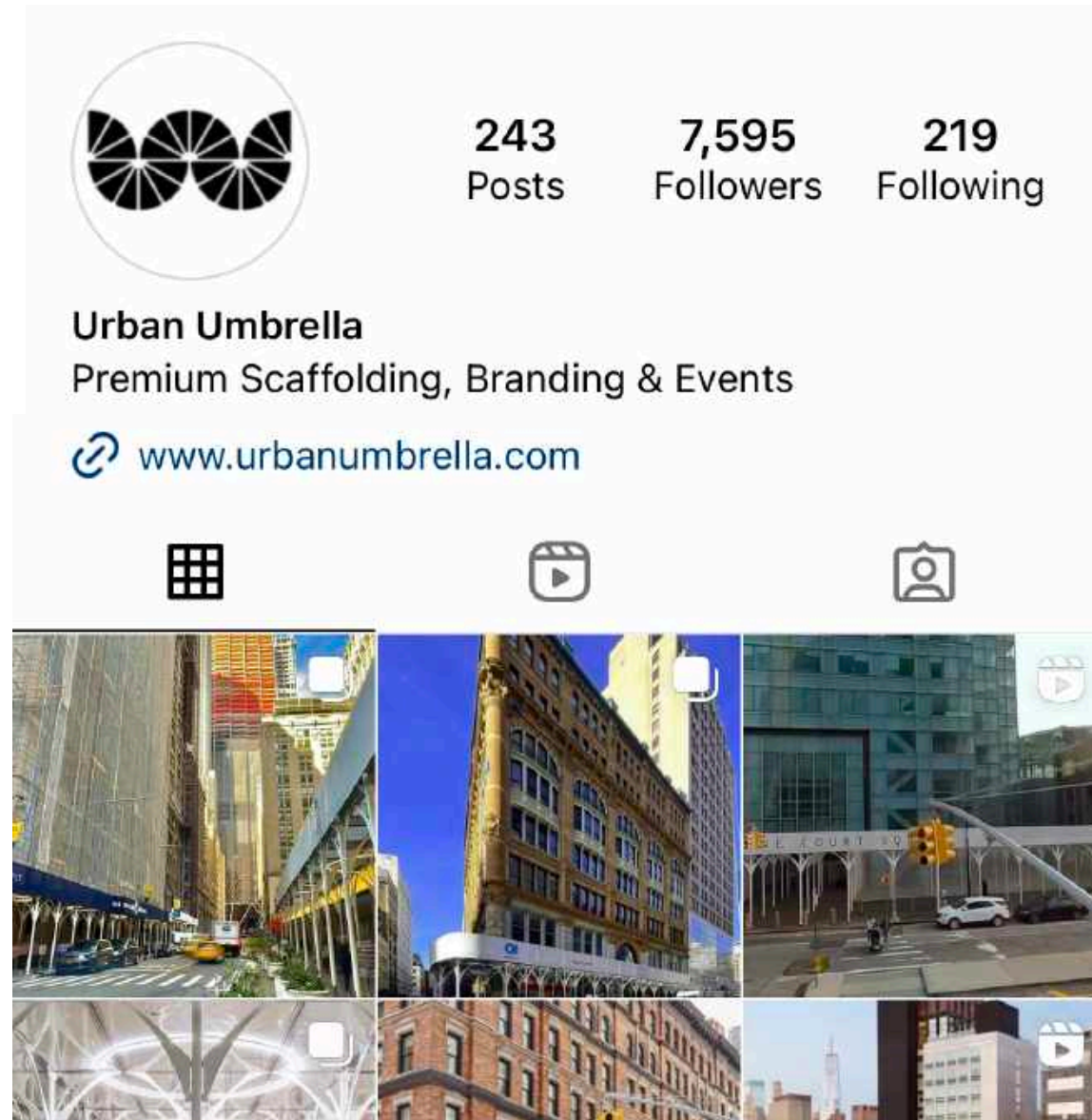


# KEEP UP WITH URBAN UMBRELLA

[Check out our company video](#)

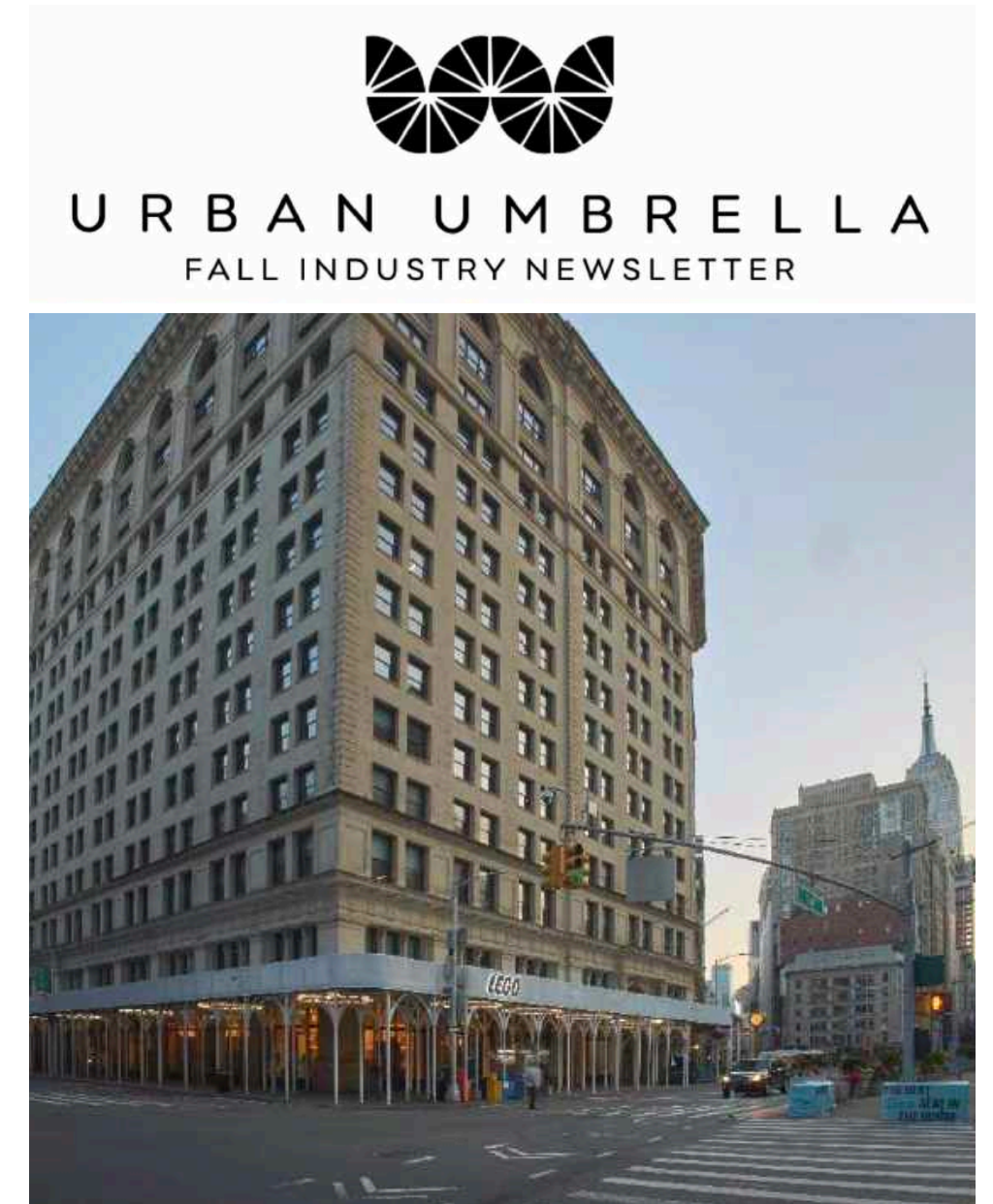


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 [@urban\\_umbrella](#)

[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

