



## **PREMIUM SIDEWALK SCAFFOLDING**



## **EVENT AND ENTERTAINMENT CANOPIES**



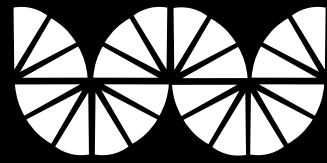
## **SIGNAGE & BRANDING FABRICATION** *Cartier*



**URBAN UMBRELLA™**

Revolutionizing Construction, Pioneering Pedestrian Safety, and Transforming the Built Environment



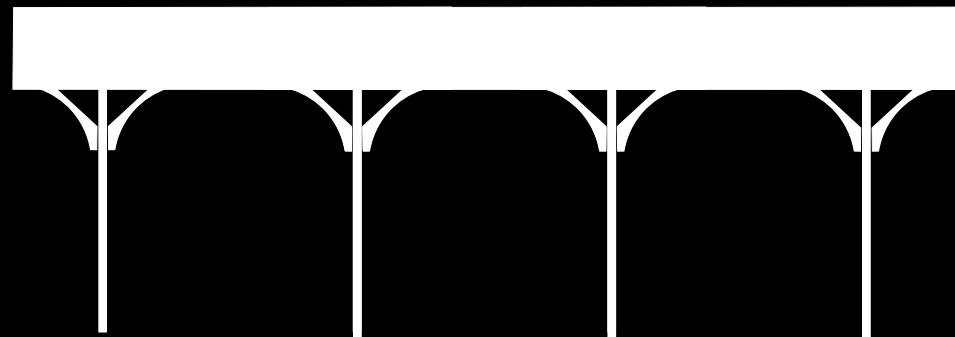


# URBAN UMBRELLA

WE ARE A NYC-BASED DESIGN & ENGINEERING FIRM BEST KNOWN FOR OUR AWARD-WINNING **PREMIUM SIDEWALK SCAFFOLDING**

AFTER SEVEN YEARS, 250+ PROJECTS, AND INSTALLATIONS IN OVER TEN NORTH AMERICAN CITIES, WE INNOVATED THE ENTERTAINMENT, HOSPITALITY, AND RETAIL REALMS WITH TEMPORARY STRUCTURALLY ENGINEERED MODULAR CANOPIES FOR A WIDE VARIETY OF INDUSTRIES AND USE-CASES

WE ARE PROUD TO BE VENTURE-BACKED BY STRATEGIC INVESTORS, BUILDING OWNERS, DEVELOPERS, AND OTHER INDUSTRY PROFESSIONALS



Benjamin Krall

FOUNDER / CEO



James Arnason

CFO



Brian Forrestal

DIRECTOR, OPERATIONS



Paul DeFeo  
DIRECTOR, PRODUCT  
AND DESIGN



Leanne Iverson  
SENIOR PROJECT MANAGER,  
CREATIVE DESIGN AND BRANDING



Jessie Goldbaugh  
CONTROLLER



Ethan Montero  
DIRECTOR, SALES



Nicole Jodoin  
FIELD OPERATIONS AND  
LOGISTICS



Spencer Beattie  
PROJECT DIRECTOR



Jose Valencia  
FIELD OPERATIONS  
COORDINATOR



Faith Jones  
JUNIOR PRODUCT MANAGER



Benjamin Maltz  
CHIEF OF STAFF AND  
PROJECT ADMINISTRATOR



Maggie Lineberger  
PROJECT MANAGER



Jake Lanciani  
BUSINESS DEVELOPMENT



Felix Moreno  
PROJECT SUPERVISOR



Aram Muraydan, Esq.  
GENERAL COUNSEL



Robert Velazquez  
PROJECT SUPERVISOR



Luis Reyes  
QUALITY CONTROL



Cynthia Starr  
ACCOUNTING

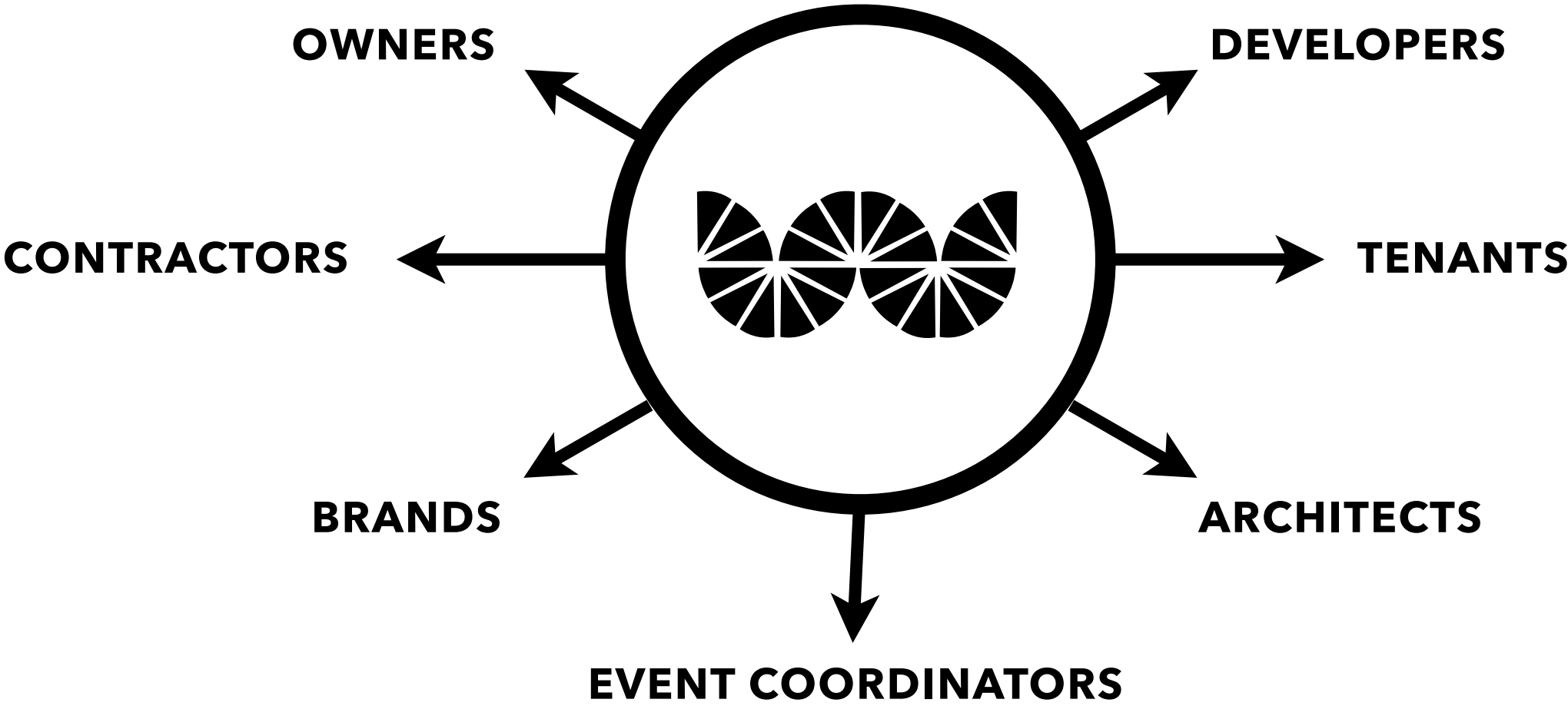
# SERVICING PARTNERS THROUGHOUT THE U.S. & CANADA

Urban Umbrella is set up to license its products to contractors and scaffolding companies, union or non-union, in any market.

## OUR ACTIVE MARKETS

**NEW YORK**  
**VANCOUVER**  
**BOSTON**  
**TORONTO**  
**FORT WORTH**  
**MIAMI BEACH**  
**NASHVILLE**  
**CHICAGO**  
**STAMFORD**  
**MONTREAL**  
**WASHINGTON**

## WHO WE WORK WITH:





# EXAMPLES OF OUR CAPABILITIES IN THE CONSTRUCTION INDUSTRY

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Local Law 11 • Façade Maintenance • New Developments • Demolitions • Window Replacement • More



[Click each title to learn more](#)





# OUR CONSTRUCTION SIDEWALK SCAFFOLDING IS SUPERIOR TO THE TRADITIONAL ALTERNATIVE

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## ◆ Arched Braces 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.

## ◆ A Durable, Sleek White Finish

## ◆ 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.

## ◆ Signage and Branding Options

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.





"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





# A SELECTION OF OUR CLIENTS IN THE CONSTRUCTION REALM

Over the past seven years, we've completed over 250 construction-related projects across eleven markets with some of the most renowned property owners, management groups, developers, contractors, architects, and brands.

PROPERTY MANAGEMENT & OWNERSHIP

ABS PARTNERS REAL ESTATE

ACADIA REALTY TRUST

ALCANTARA

ALGIN MANAGEMENT

AlliedPartners

THE ASSOCIATES ORGANIZATION

APF PROPERTIES

APOLLO

AVISON YOUNG

Brown Harris Stevens

CBRE

Charles H. Gochthal & Co.

Colliers

Columbia Property Trust

CUSHMAN & WAKEFIELD

DAVEAN

Douglas Elliman

EAST END CAPITAL

EPIC

THE FEIL ORGANIZATION

FirstService RESIDENTIAL

GEORGE COMFORT & SONS, INC.

GFP REAL ESTATE

GREYSTAR

HALSTEAD REAL ESTATE

HERSHA

Hines

Jack Resnick & Sons

kalikow

k

Knight Ridgeway

REAL HOLDING COMPANY

MADISON CAPITAL

MAGNUM REAL ESTATE GROUP

MAXWELL-KATES, INC.

MERINGOFF PROPERTIES

NEW BEDFORD MANAGEMENT CORP.

PANAM

RENAISSANCE PROPERTIES

RFR

Rockhill MANAGEMENT

ROSE TERRA MANAGEMENT

SAVANNA

SL GREEN REALTY CORP.

SLATE PROPERTY GROUP

SHVO

STATUS CAPITAL

TACONIC PARTNERS

TFC

TFC

WB PROPERTY GROUP

ARCHITECTS & CONTRACTORS

AECOM

ANT YAPI

BECK

CLARK CONSTRUCTION

CMA

FRA

DPR CONSTRUCTION

H

Gilbane

HLZAE

HUNTER ROBERTS CONSTRUCTION GROUP

JCB CONSTRUCTION CANADA

HLBG

DB

SKYLINE RESTORATION

PAVARINI MCGOVERN A STRUCTURETONE ORGANIZATION COMPANY

PIZZAROTTI SINCE 1910

Sciame

STRUCTURETONE Organization

Schimenti

Suffolk

TACONIC BUILDERS

TRADITIONAL Waterproofing & Restoration, Inc.

TRITON CONSTRUCTION

Tribute RESTORATION

USA Hoist

VIXXS

ACADEMIA

 BROOKLYN LAB CHARTER SCHOOL

 COLUMBIA UNIVERSITY IN THE CITY OF NEW YORK

 HUNTER The City University of New York

 NYU

 Town.



HOSPITALITY

 1 HOTELS

 ACE HOTEL

 CONCORDE HOTELS & RESORTS

 Hilton HOTELS & RESORTS

 HYATT

 LOTTE NEW YORK PALACE

 Marriott HOTELS & RESORTS

 MILLENNIUM HOTELS AND RESORTS

 THE PENINSULA HOTELS

 THE PLAZA NEW YORK

 THE RITZ-CARLTON

 starwood Hotels and Resorts

 THOMPSON HOTELS

 W HOTELS

DEVELOPERS

AECOM

Bizzi & Partners Development

bxp

EXTELL

GFI

IRONSTATE

JDS DEVELOPMENT GROUP

LAM GROUP

lendlease

LIGHTSTONE

NAFTALI GROUP

 rial Designer, Developer, Partner

 westbank





# EXAMPLES OF OUR CAPABILITIES BEYOND CONSTRUCTION

Dining & Hospitality • Medical • Educational • Retail • Events & Entertainment • More



[Click each to learn more](#)





# OUR EVENT CANOPY PRODUCT IS SUPERIOR TO THE TRADITIONAL ALTERNATIVE



Urban Umbrella replaced the Tribeca Festival's tented entranceway in 2023.

## ◆ Waterproofed

All our decking options are thoroughly waterproofed so as to ensure minimal leakage during inclement weather events. Urban Umbrella can mobilize with quick notice to troubleshoot leakage issues if any arise.

## ◆ Structurally Engineered

All Urban Umbrellas are structurally engineered with high-strength, high-quality materials. Each Urban Umbrella undergoes several structural reviews to ensure it is designed safely and smartly. Each installation is adjusted per wind loads; no sandbags or tie-downs needed.

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# A SELECTION OF OUR CLIENTS BEYOND CONSTRUCTION






# KEEP UP WITH URBAN UMBRELLA

Check out our company video



Check out our Instagram






228  
Posts


7,552  
Followers

206  
Following

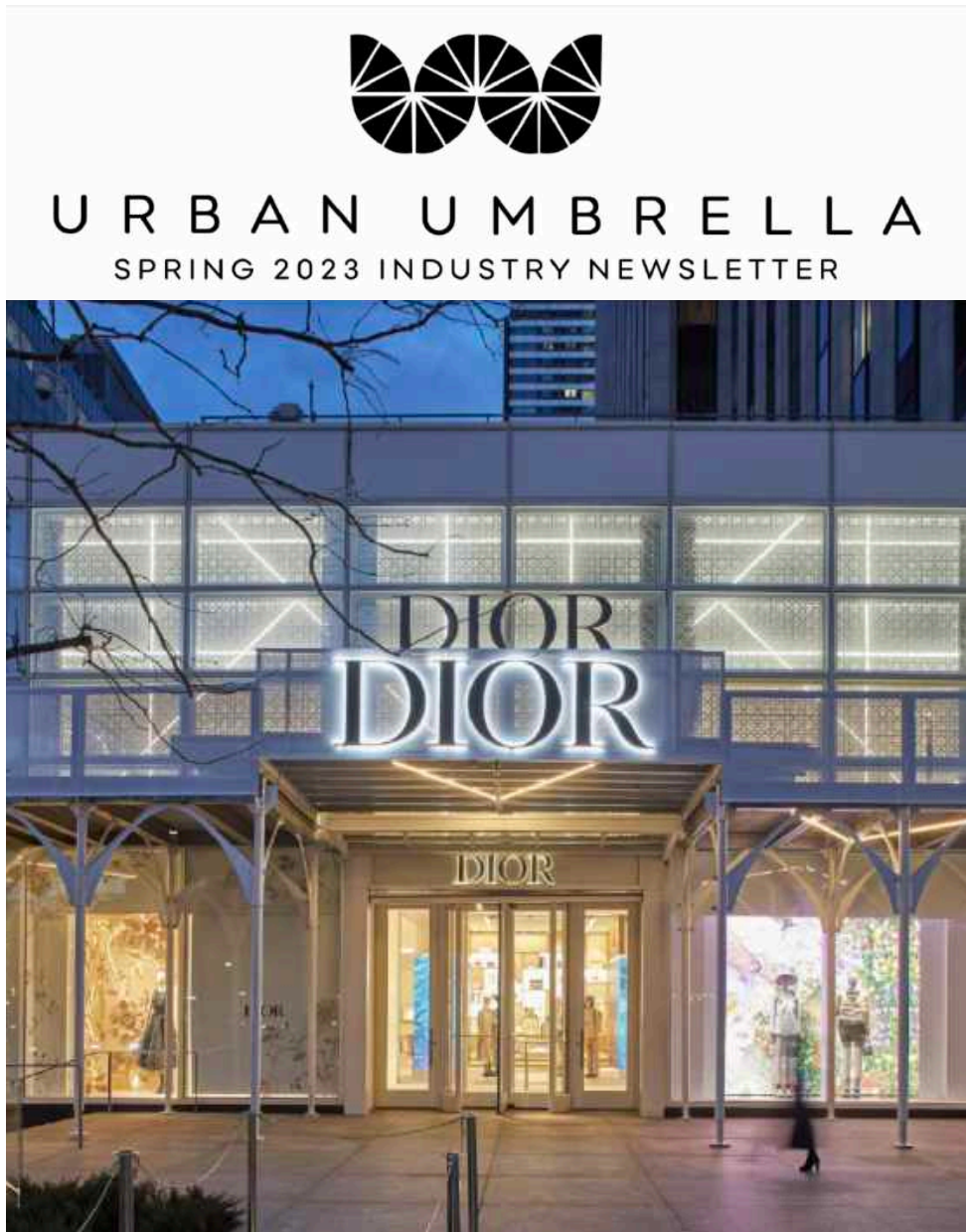
**Urban Umbrella**  
Entrepreneur  
Premium Scaffolding and Brand Activation for #NYC  
#CT #Boston #Chicago #Miami #DC #Toronto  
#Nashville #Austin #Dallas #Montreal... more  
[www.urbanumbrella.com](http://www.urbanumbrella.com)





 [@urban\\_umbrella](https://www.instagram.com/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





A photograph of the Ralph Lauren men's flagship store at 867 Madison Avenue in Manhattan. The building is a historic stone structure with a curved corner. A large, ornate metal sign with the words "RALPH LAUREN" in gold lettering is mounted on the facade. Below the sign, the ground floor is covered by a complex, white metal scaffolding structure that resembles a series of interconnected arches or a modern canopy. The scaffolding is supported by numerous vertical poles. To the left, a large green tree partially obscures the building. To the right, a street lamp and a traffic light are visible, along with other city buildings in the background. The overall scene is set in an urban environment with clear daylight.

# 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







ALTRO PARADISO  
234 Spring Street.

MANHATTAN 155 AVENUE  
URBAN UMBRELLA  
646 779-1234  
www.urbanumbrella.com

"Urban Umbrella allowed us to keep our outdoor restaurant seating open during construction. Otherwise, who wants to eat dinner under traditional scaffolding?"

- Ignacio Mattos, Chef & Owner, Café Altro Paradiso





# 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.

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A photograph of the Dior Flagship Store at 767 Fifth Avenue in Midtown Manhattan. The building features a large, illuminated 'DIOR' sign above a glass entrance. The entrance is covered by a modern 'Urban Umbrella' structure with a series of white, arched metal supports and a translucent, patterned canopy. The interior of the store is visible through the glass, showing a warm, golden light. In the foreground, there are several black, curved metal benches or planters.

# 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







# LINCOLN

AT BANKSIDE

[LincolnBankside.com](http://LincolnBankside.com)

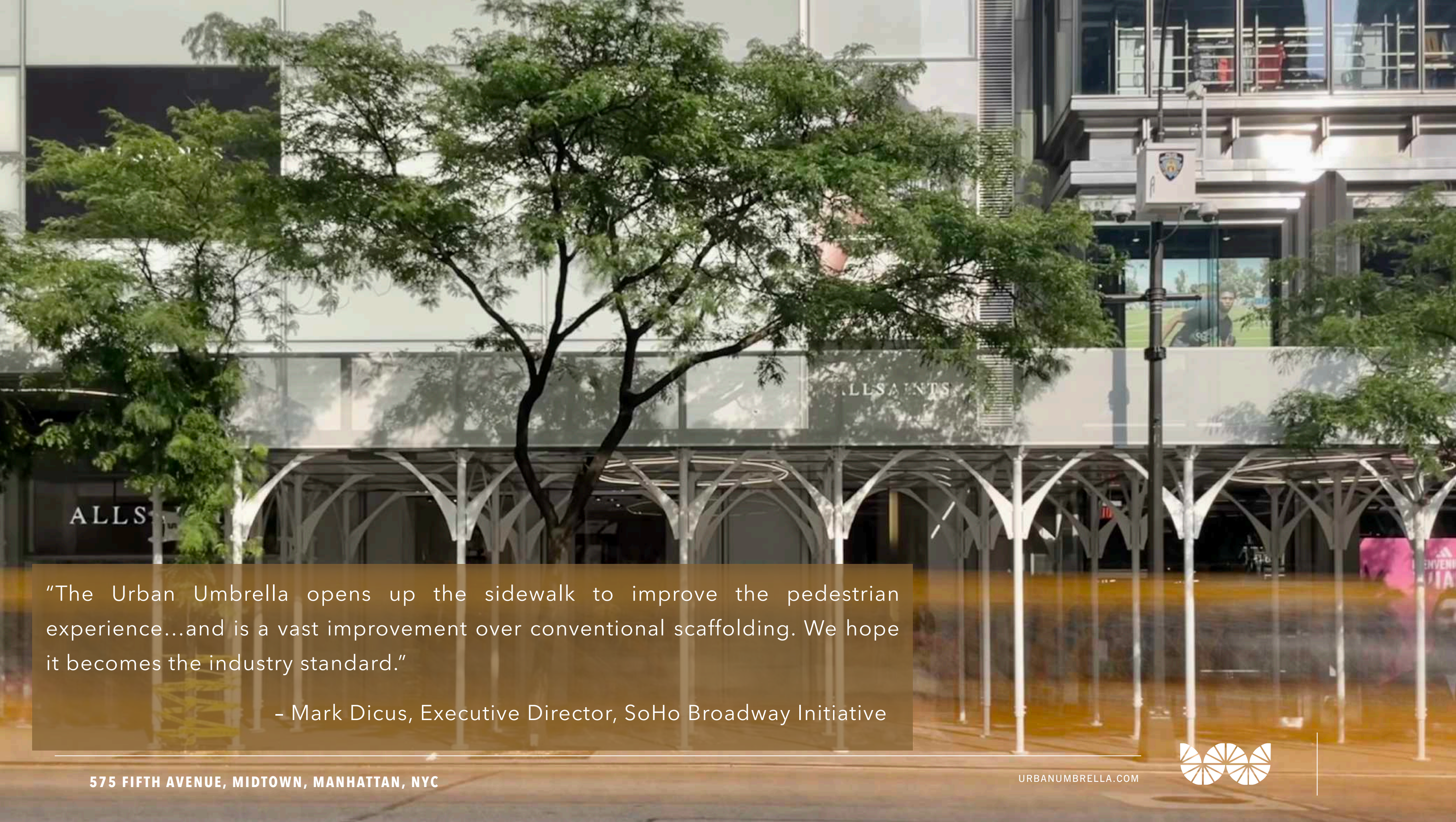


"Urban Umbrella is our preferred scaffolding for new developments, especially when on-site sales galleries necessitate safe, aesthetic protection to reel in prospective tenants."

– New York City-Based Developer







"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

