



URBAN UMBRELLA

Urban Umbrella Winter 2022 Industry Newsletter



Urban Umbrella installed at Louis Vuitton SoHo, located at 102 Prince Street.

Urban Umbrella Closes Growth Round of Funding

In January, we announced the close of a new growth round of funding. The round was led by New York-based Anthos Properties, a commercial and residential real estate developer and property management company. Paul Anagnostopoulos, the Director of Acquisitions for Anthos joined our advisory board. As part of the funding, Billy Gilbane, of Gilbane Building Company, also joined our advisory board. Over a dozen repeat investors, mainly New York City-based real estate owners, and developers, also participated in the round. With the completion of this funding round, we have raised a total of \$29 million in debt and equity to help expand growth and fulfill insatiable demand.

More about the funding can be read here: [Link](#)

Now Servicing 6 Construction Categories

Urban Umbrella now provides sidewalk scaffolding across 6 construction categories.



LOCAL LAW 11 / FACE RESTORATION



NEW DEVELOPMENTS



ROOFTOP / PRIVATE TERRACES



LOBBIES / CONSTRUCTION DANCE FLOOR



CUSTOM FAÇADE NETTING



MIDTOWN RETAIL ENTRANCES

New Urban Umbrellas Across NYC



485 Madison Avenue, NYC



102 Prince Street (Louis Vuitton SoHo), NYC



940 Madison Avenue (Apple UES), NYC



119 West 56th Street (Thompson Hotel), NYC



1981 Broadway (Apple UWS), NYC



443 Greenwich Street, NYC



455 Madison Avenue (The Lotte New York Palace Hotel) , NYC



60 Hudson Street (Western Union Building), NYC



7 East 7th Street (Cooper Union School), NYC



5 Bryant Park, NYC



60 West 57th Street, NYC



611 5th Avenue (Saks Fifth), NYC



411 Lafayette Street, NYC



611 Broadway, NYC



608 5th Avenue, NYC



114 East 32nd Street, NYC

Urban Umbrella Featured at the Palace Hotel





Our Urban Umbrella installed inside the historic main plaza of the Lotte New York Palace Hotel.

Urban Umbrella in the News

Bloomberg

NEW YORK POST

CRAIN'S



Industry News

[10 of the largest multifamily starts to watch in 2022](#)

[\\$2B mixed-use development coming near Apple campus, report says](#)

[NYC Sees Jump in Construction Projects, Especially in Boroughs: REBNY](#)

[CRE sales hit a record \\$809B in 2021](#)

[Construction updates: Columbia Business School](#)

The Launch of Canopies

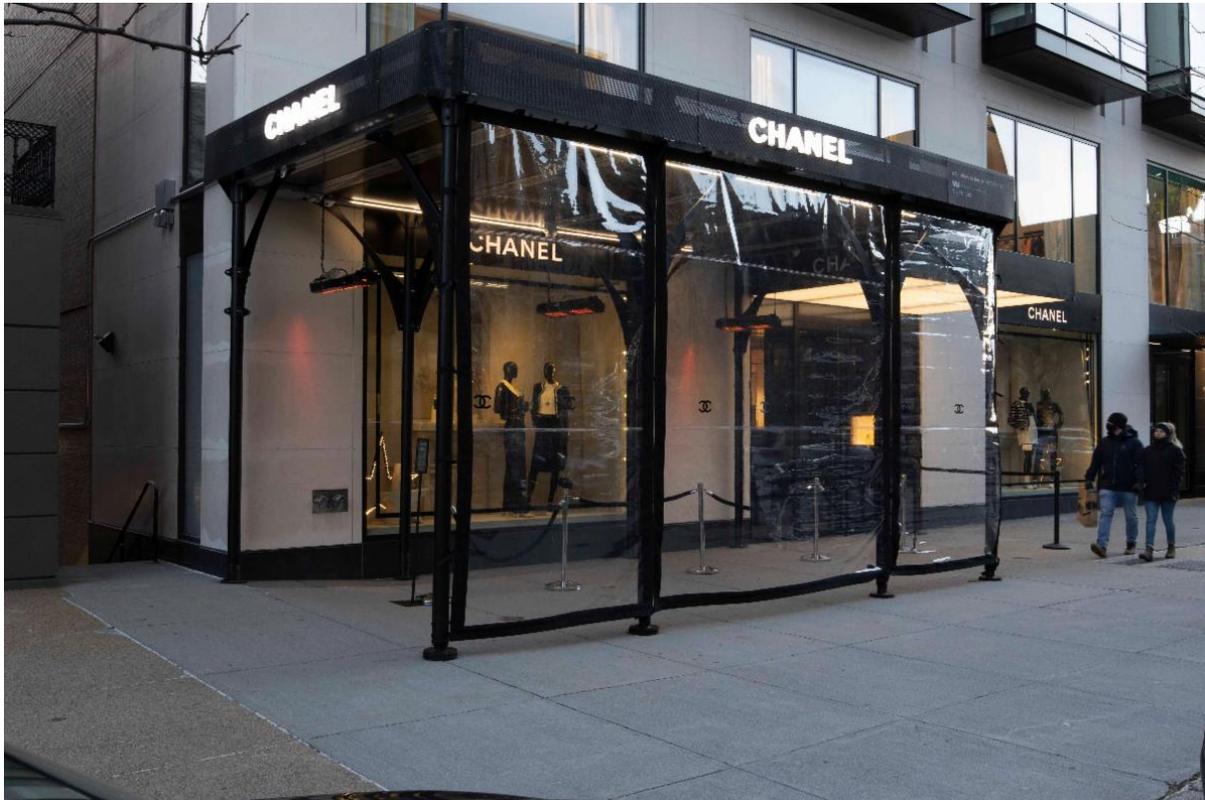
In 2021, we officially launched and branded Canopies, our temporary, modular event, and retail product line. The Canopies product integrates our original Urban Umbrella sidewalk scaffolding with a new custom kit-of-parts suited for seasonal events, restaurants, and retailers. Clients can choose to add heaters, fans, speakers, pedestrian counting devices, hand sanitizer dispensers, custom signage, custom lighting, and stairs/decking for patron accessibility.



Thus far we have worked with clients such as Apple, Uber, IMG, Chanel, Northwell Health, Brooklyn Laboratory Charter School, and restaurants such as Fresco by Scotto, Jones Wood Foundry, Da Umberto, and Cafe Erzulie. We also provided staging and our Entertainment Canopy for Bank of America's Winter Village in Bryant Park, and for the 2021 and 2022 New



The Urban Umbrella Restaurant Canopy product featured at Fresco By Scotto (34 East 52nd Street) in Midtown East.



Our newest Retail Canopy located at Chanel Boston, 6 Newbury Street.

Meet the Newest Members of the Team

We are excited to announce the hiring of Brian Forrestal as our Director of Operations. Brian joins us from AKAM Associates, one of the largest property management companies in the Tristate area. At AKAM, Brian worked across different departments including but not limited to the Project Management Division, Operations, & Emergency Management Services. Brian also oversaw over \$25 million of Capital Improvement projects for a portfolio of more than fourteen properties.



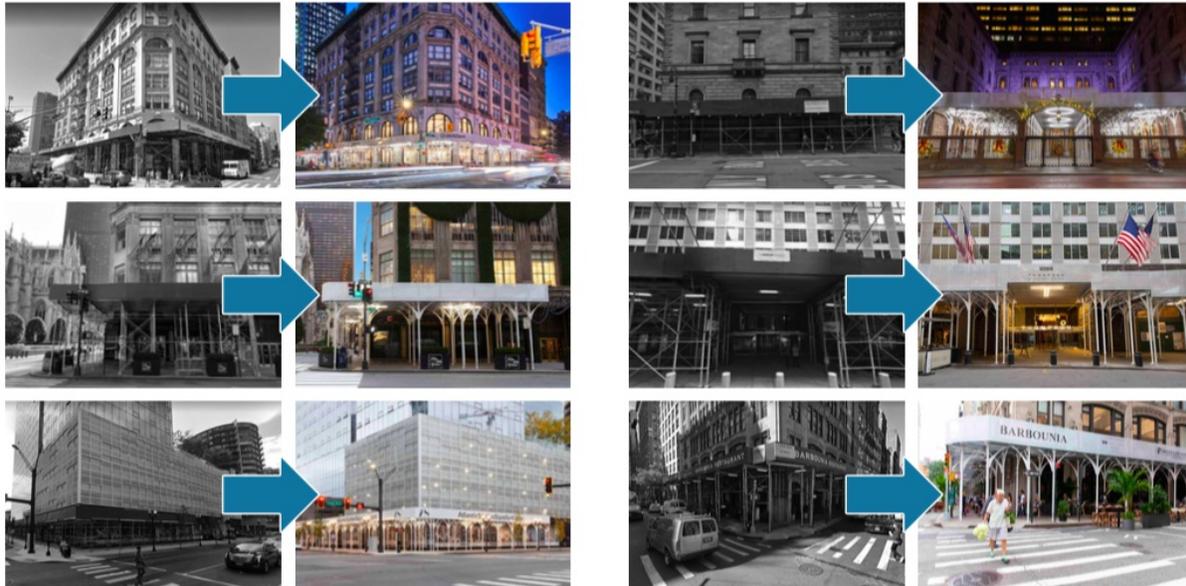
Last spring we also welcomed Ethan Montero as our Head of Sales. Previously, Ethan was at Bisnow Media, the largest producer of commercial real estate news in North America, where he was the Market Manager overseeing New York, New Jersey, Boston, and Toronto. In this role, he was responsible for business development operations, generating new business and growing existing business, working with players throughout commercial real estate. In 2020 alone, Ethan was responsible for \$1.1 million of business, 64% of which was new business.



Swap Out Your Traditional Scaffolding For An Urban Umbrella

Over the last 12 months, we have worked with over 40 clients that have wanted to upgrade and replace their traditional scaffolding for an Urban Umbrella. Swapping out a traditional scaffolding with an Urban Umbrella benefits both clients and pedestrians alike. The process is safe, efficient, and results in higher caliber, higher-aesthetic public protection. We work closely with the existing traditional scaffolding company to ensure that there is no gap in coverage.

See some of the most recent swaps that we have conducted below.

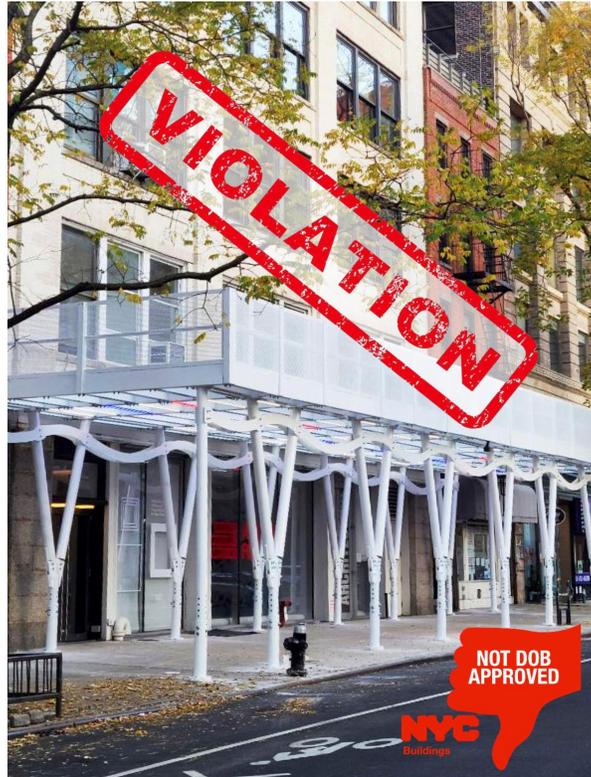


NY Department of Buildings Updates Municipal Scaffolding Code

Recently, the Department of Buildings (DOB) updated the language in Chapter 33 of the NY Building Code pertaining to the color of sidewalk scaffolding in NY. Starting on January 1st, 2022, all sidewalk scaffolding companies, besides the Urban Umbrella system, will be fined up to \$5,000 + if they opt to use a white sidewalk scaffolding. Traditional sidewalk scaffolding must be "hunter green." The exact language can be found in § 3307.6.4.11 of the new code.

In 2009, the DOB and multiple government agencies including the Mayor's Office launched the urbanSHED Design Competition to foster new thinking with regard to sidewalk scaffolding. Urban Umbrella won the competition and was granted special exemptions around the design of the bracing, the use of light-transmitting transparent plastics on the roof, the use of LED lighting, and the use of an alternative color besides the required hunter green. As part of the bulletin, Urban Umbrella has also been granted certain signage rights for its clients. Since the update to the code in January, the DOB has been enforcing non-compliant sidewalk scaffolding, issuing hundreds of color violations.

“...only sidewalk sheds that are of a model whose prototype won a design competition recognized by the city may be white in color.” – NY Building Code § 3307.6.4.11



An Urban Umbrella knock-off in Manhattan. This scaffolding company has been hit with a number of violations for this sidewalk scaffolding and is now painted hunter green.

New Custom Span Offering

Urban Umbrella can now incorporate spans to extend over MTA entrances, garages, awnings, marquees, and retail storefronts. Our spans can range from 8' to 50' in length and 30' in height. Contact us to use our new custom spans to frame an iconic entryway and keep façade elements or signage visible.



Urban Umbrella custom spans can be seen at locations such as the Plaza Hotel and the The Peninsular Hotel.



Vacheron Constantin utilized an Urban Umbrella span at their new flagship store at 28 East 57th Street in New York City.



Our custom span product at the Palace Hotel on Madison Avenue.

Uniquely Prioritizing Customer Service

We provide the highest level of customer service and quality control in the industry by providing free maintenance for every client. Every job is inspected on a weekly basis by our branded quality control team so as to ensure Urban Umbrellas remain safe and that our top-quality aesthetic is upheld. The scaffolding industry is known for having poor customer service; when we started Urban Umbrella we wanted to change that.



Two Premium Roof Options Now Offered

Our signature roof is a translucent polycarbonate paneling that allows sunlight to reach storefronts and sidewalks. Now, we also offer an opaque glossy white roof option. These white panels reflect light, creating an enhanced pedestrian experience while hiding construction materials from the pedestrian view. This new roof choice is ideal for projects with pipe scaffolding or a construction "dance floor" above. Both options are 300 PSF rated and approved by the DOB.

CLEAR



SHADED



Urban Umbrella is Now Live in Boston

While the vast majority of Urban Umbrellas are in New York City, in 2021 we launched our Boston operations, completing three jobs there. We are currently installed at one of Boston's largest new developments, Winthrop Center, located on Federal Street. We are also installed at the Chanel boutique store on Newbury Street. Previously, we were installed at Apple on Boylston Street. We are very excited about our continued growth in Boston!



The first Urban Umbrella we installed in Boston, at 75-101 Federal Street in the Financial District.

Urban Umbrella Completes Third Chicago Job

We recently completed our third job in the Windy City at the Chanel store located on East Oak Street. Custom enclosures and heaters warm visitors while they are waiting for their turn to enter. Additionally, we are also installed at 430 North Michigan Avenue, the National Realtors Association headquarters. We are looking forward to a bright future in Chicago.



Urban Umbrella's Retail Canopy installed on East Oak Street in Chicago.



430 North Michigan Avenue, the National Association of Realtors' headquarters.

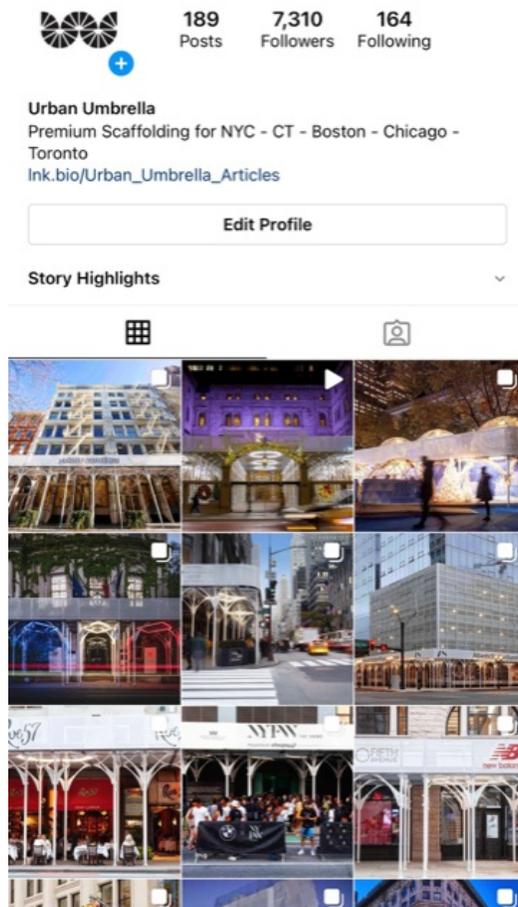
Urban Umbrella Sponsors Bryant Park's Winter Village



Want to work with Urban Umbrella?

Visit our webEmail site

Follow us on Instagram !



Thank You for the Support!



A portion of the Urban Umbrella team atop our installation at the Bryant Park Winter Village. From left to right: Spencer, John, Paul, Maggie, Ethan, Melissa, Ben, Ben Jr, Leanne, Nicole.