

URBAN UMBRELLA

Summer 2022 Industry Newsletter



Some of Our New Installations



132 Fourth Avenue, Manhattan



140 Fifth Avenue, Manhattan



115 Nassau Street (Beekman Hotel), Manhattan



630 Ninth Avenue, Manhattan



627 Broadway, Manhattan



430 North Michigan Avenue, Chicago



111 West 57th Street, Manhattan



60 West 57th Street, Manhattan



443 Greenwich Street, Manhattan



853 Broadway, Manhattan

Op-ed: The Growing Demand for Safety: National Implications for Scaffolding

New York City is, without question, the largest sidewalk scaffolding market in the world. As of May 1st, 2022, nearly 380 miles of it protect the city's streets from falling debris, generating an annual revenue approaching half a billion dollars. New York's façade inspection laws and construction codes are some of the planet's most stringent, a tried-and-true testament to the city's growth and leadership in the industry.

But, of course, New York isn't the only metropolis with tall buildings, construction, or façade safety issues. A recent study found that masonry falls off a building façade somewhere in the United States about every three weeks, killing many and injuring scores more. Nor is New York the only city with a desire to protect its sidewalk-bound pedestrians: Throughout the United States and Canada, many other cities are increasingly following in the footsteps of the Big Apple, implementing façade safety laws of their own that necessitate the utilization of sidewalk scaffolding. Resultantly, existing scaffolding markets across the continent are expanding while new markets blossom.

[Read More.](#)

City	Inspection Scope	Age Qualification	Height Qualification	Inspection Cycle	Estimated # of Eligible Buildings
New York City	All walls	-	> 6 stories	5 yrs	16,000
Columbus	Public-facing walls	+20 yrs old	-	5 yrs	330
Detroit	Cornices, projections	-	≥ 5 stories	5 yrs	550
Chicago	Public-facing walls, corners, terra cotta	-	> 80 feet	4-12 yrs Dependent on Condition	2,100
Boston	All walls	-	> 70 feet	5 yrs or 1 yr if vacant	750
Milwaukee	All walls	+15 yrs old	> 5 stories	5-12 yrs	360
St. Louis	All walls	-	> 6 stories	5-10 yrs	340
Philadelphia	All walls	+20 yrs old	> 6 stories	5-15 yrs	500
Pittsburgh	All non-wooden walls	+30 yrs old	-	5-10 yrs	580
San Francisco	Public-facing walls	-	> 5 stories	12 yrs and after major seismic events	900
Cincinnati	All walls	-	> 5 stories	12 yrs	300
Cleveland	All walls	+30 yrs old	> 5 stories	5-10 yrs	240
Jersey City	All walls	-	> 6 stories	5 yrs	250

There are thirteen North American cities with façade safety laws in place.

Now Live on Fifth Avenue





Now Live at Hyatt Union Square

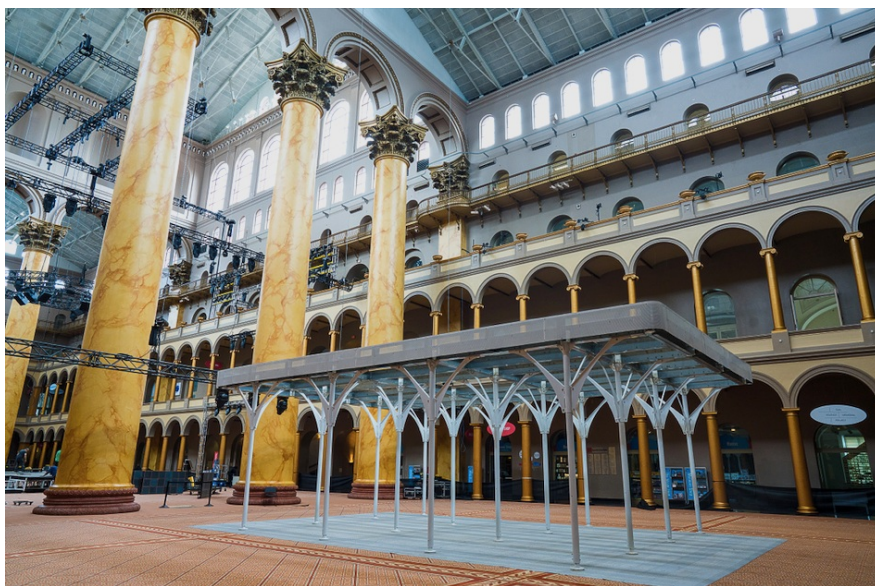






Urban Umbrella Launched in Washington, D.C.

Urban Umbrella is excited to announce its expansion into Washington D.C. On July 1st, the National Building Museum will be rolling out an interactive exhibit for "A Midsummer Night's Dream" leveraging the Urban Umbrella system as the vessel for this experience. The National Building Museum is an architectural staple in D.C., transforming the public's understanding of the impact architecture, engineering, landscape, construction, planning, and design all have on our daily lives. Have a project in D.C.? Be one of the pioneers to utilize Urban Umbrella, the Future of Public Space.



Urban Umbrella's exhibit at the National Building Museum.

Project Management As a Service

When you purchase Urban Umbrella's services, you will be assigned a dedicated project manager who will be on-site throughout the entire installation and removal. This means each client has a committed point person throughout our entire process— from onboarding through the installation, removal, and beyond. This project management service is provided to every job without any additional cost.



Our project managers delegating tasks and troubleshooting concerns on site.

Industry News

- [More People Are Moving to Manhattan Than Before The Pandemic](#) - Bloomberg
- [Shoppers Are Back - JLL Releases New Retail Report at ICSC](#) - Commercial Observer
- [Construction Pipeline Soars 69%: REBNY](#) - The Real Deal
- [Coalition of Co-Ops, Building Owners Sues to Block Local Law 97](#) - CRAIN'S
- [Behind NoMad's Hotel Boom](#) - CRAIN'S
- [John Castimatidis Plans Mixed-Use Chelsea Project](#) - The Real Deal
- [LaGuardia Airport Opening Overhauled \\$4B Delta Terminal](#) - CRAIN'S
- [MSG Sphere: Inside the \\$1.8 Billion Las Vegas Venue](#) - The Hollywood Reporter
- [Silverstein, Metro Loft pick up Rudin's 55 Broadway Street for \\$180M](#) - The Real Deal
- **Feature:** [This Summer in Bryant Park](#)

Summer is Here: Don't Let Construction Prevent You From Using Your Rooftop

With rooftop season upon us, don't let construction prevent you from using your outdoor space. Urban Umbrella is the preferred solution for patios, rooftops, and outdoor bars, allowing guests the chance to enjoy their outdoor space regardless of ongoing construction. Move freely with our cross-brace-free experience and catch a tan with our translucent decking. [Check out our Rooftop Brochure Here.](#)



Cool Down This Summer: Add Fans to Your Urban Umbrella

Heavy foot traffic? Pedestrians dining outdoors? Customers waiting in line? Don't let the scorching heat of the summer bring discomfort to your community. Outfit your Urban Umbrella with fans!



Urban Umbrella Comes Out...
For Pride!



During the last weekend of June, come check out our rainbow legs at 150 Fifth Avenue (Fifth Avenue and 20th Street), along the 2022 Pride Parade route!

Now Installed In the Lower East Side's Freeman Alley



A Premier Development in NYC: Almost Complete

At long last, installation of the Ronald O. Perelman Performing Arts Center's glazed marble façade is nearing completion in Lower Manhattan. Designed by REX and David Brody Bond Architects, the venue plans to open in early 2023. For the past two years, as part of the project's public protection scope, an Urban Umbrella has been installed parallel to the development along Vesey Street right adjacent to 7WTC. We have been honored to take a small part in the redevelopment of the World Trade Center site; it has been a pleasure working with Sciamé and others in order to ensure safety is maximized during construction.



Fresco by Scotto Expands Outdoor Dining Space with Urban Umbrella

Fresco By Scotto is one of the many NYC restaurants that have taken advantage of the city's Open Restaurants program, an initiative born out of the COVID-19 pandemic that allows restaurants to expand their outdoor seating into the street. We installed an Urban Umbrella there in 2021, enabling Fresco's to transform their sidewalk frontage into an elaborately lush outdoor dining area that perfectly complements their upscale atmosphere. This spring, we expanded our coverage to Fresco's To Go, a fast-casual dining experience just to the east. They utilized our product to create yet another fabulous outdoor dining area complete with scintillating light cylinders, a large bird sculpture, and plenty of fans. They've dubbed this new "Cabana" the Sunset Lounge. Enjoy it while it lasts!





In Case You Missed It

Urban Umbrella's Spring Industry Newsletter:
[Spring Industry Newsletter](#)



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