



URBAN UMBRELLA™
The Future of Public Space

SPRING 2022 COMPANY BROCHURE

URBAN UMBRELLA

TAKING SCAFFOLDING INTO THE 21ST CENTURY

Urban Umbrella is the designer, patent holder, and fabricator of the first and only alternative to traditional sidewalk scaffolding approved by the New York City Department of Buildings (DOB). Urban Umbrella beat out 200+ contestants in a 2009 design competition to become the first substitute for traditional shedding in 50+ years. The design helps improve quality of life, reduces negative impacts of construction and maintenance projects, and increases pedestrian safety.

- ➔ Public-Friendly Design Benefits Tenants and Pedestrians Alike
- ➔ Allows Ground-Floor Businesses To Flourish During Construction
- ➔ Entirely Customizable, From Signage and Parapet to Lighting and Legs
- ➔ Personalized Client-Company Relations
- ➔ Five-Year 100% Safety Record
- ➔ Heavy Duty 300 PSF rated
- ➔ Union and Non-Union Service
- ➔ White Glove Service – 24/7 Cleaning and Maintenance
- ➔ Backed by \$10 Million in Insurance



[Link](#)

[Click the video above or link at left to watch.](#)

“Sidewalk sheds are a part of New York life, reflecting the face of a city that is constantly changing, yet the sheds themselves haven’t evolved at all during the past four decades.... It’s time to bring them into the 21st century. The Urban Umbrella will complement the city’s architectural beauty rather than take away from it.”

— Mr. Michael Bloomberg, Former NYC Mayor



Winter 2022 Industry Newsletter



Spring 2021 Industry Newsletter



WHAT SERVICES ARE INCLUDED IN MY PURCHASE?

Urban Umbrella is proud to offer many complimentary services alongside our products.

- ➔ OSHA-Certified Project Management Support Throughout Installation, Removal, and Beyond
- ➔ 24/7 Customer Service and Emergency Response
- ➔ Regular Quality Control Inspections, Touch-Ups, and Maintenance
- ➔ Access to Urban Umbrella's Signage and Branding Team To Customize Your Urban Umbrella
- ➔ Six Month Structural Inspections as Required per the NYC Building Code
- ➔ Engineer-Approved Drawings and Plans
- ➔ DOB 300 PSF Sidewalk Scaffolding Permit as Required per the NYC Building Code
- ➔ DOB Electrical Permits As Required per the NYC Building Code



TEAM MEMBERS



Benjamin Krall
FOUNDER / CEO



Melissa Schwartz
COO



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SENIOR PROJECT MANAGER



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LOGISTICS



Spencer Beattie
PROJECT MANGER &
BUSINESS DEVELOPMENT



Maggie Lineberger
ASSISTANT PROJECT
MANAGER



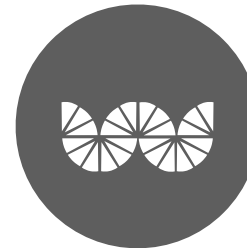
Benjamin Maltz
BUSINESS DEVELOPMENT &
PROJECT ADMINISTRATOR



Felix Moreno
PROJECT MANAGER



Robert Velazquez
QUALITY CONTROL



Jose Valencia
PROJECT SUPERVISOR



SERVICING SIX CONSTRUCTION CATEGORIES



LOCAL LAW 11 & FAÇADE
RESTORATION



NEW CONSTRUCTION
& DEVELOPMENT



ROOFTOPS, TERRACES, &
PRIVATE PATIOS



LOBBIES & INTERIORS



CUSTOM FAÇADE
NETTING



MIDTOWN RETAIL
ENTRANCES



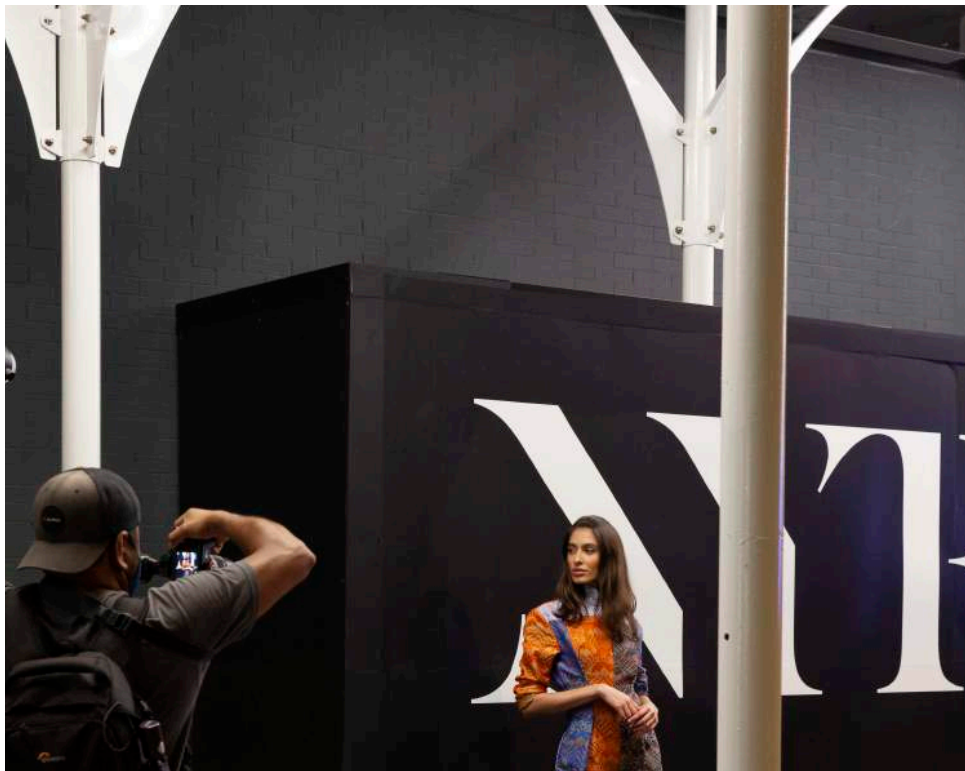
SERVICING THREE NON-CONSTRUCTION CATEGORIES



COMMERCIAL & RETAIL
CANOPIES



RESTAURANT CANOPIES



STAGING & EVENT
CANOPIES



SERVICING SIX MARKETS

Urban Umbrella is currently active in six markets—New York City, Boston, Chicago, Toronto, the District of Columbia, and Connecticut.

NYC

BOSTON

CHICAGO

TORONTO

WASHINGTON, D.C.

CONNECTICUT

115

LIVE INSTALLATIONS BY JUNE 2022

+200

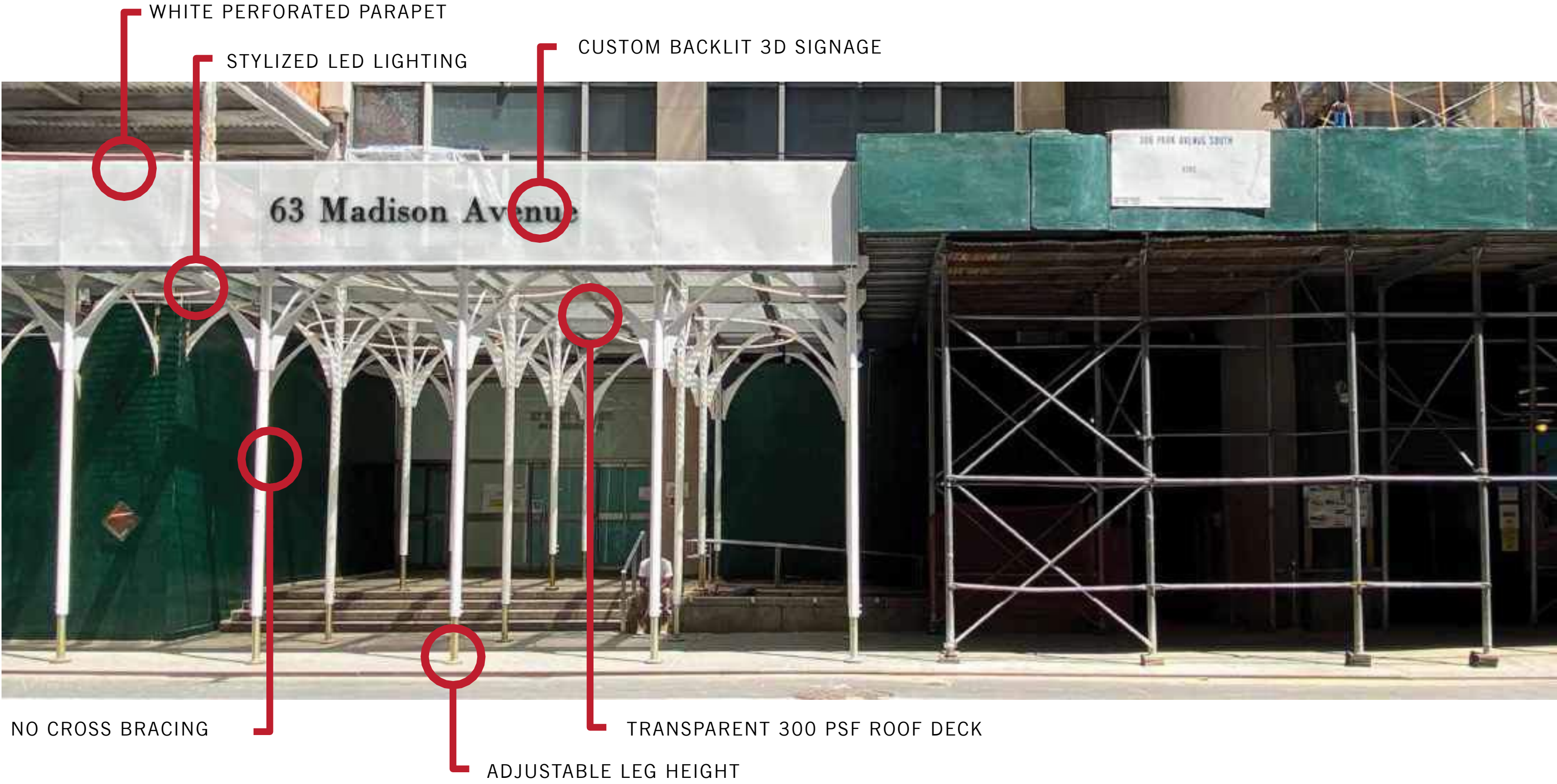
TOTAL INSTALLATIONS OVER THE LAST FIVE YEARS

5

MILES OF SCAFFOLDING INSTALLED BY JUNE 2022



THE COMPARISON IS CLEAR

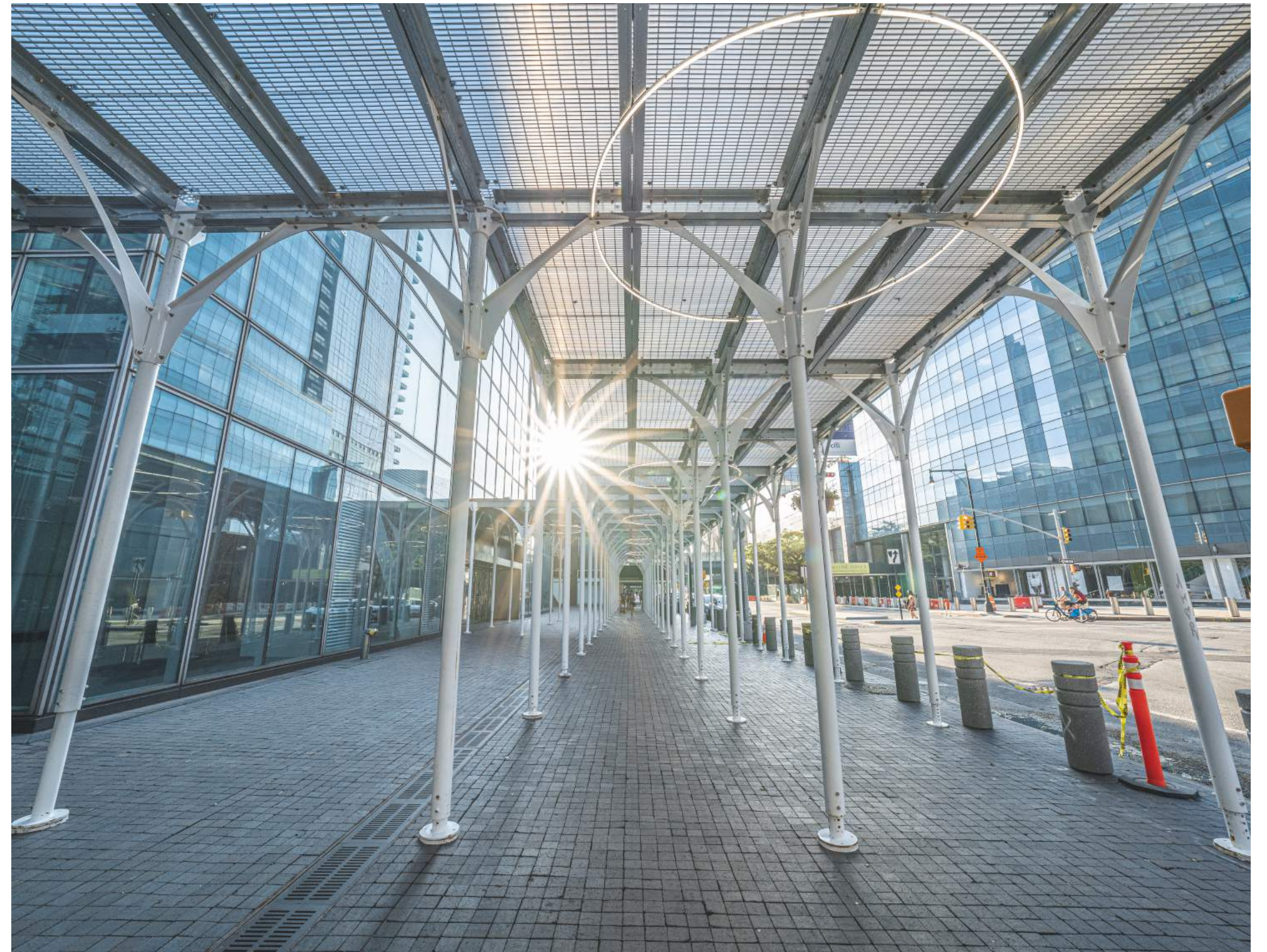


STRUCTURAL ARCHES ALLOW FOR NO CROSS-BRACING

Perhaps the worst feature of traditional sidewalk sheds is the cross-bracing, required because traditional column legs are not strong enough to support decking on their own. Not only do cross-braces necessitate effortful installation and maintenance—they can obfuscate ground floor businesses, impair wayfinding by blocking signage, and hinder free movement across and along the sidewalk. Cross-bracing makes for a dingy, cluttered, frustrated pedestrian experience.

Urban Umbrella's sturdy column legs are significantly stronger than their traditional sidewalk shed counterparts, rendering pesky cross-bracing entirely unnecessary. Cross-bracing is eliminated while the Urban Umbrella sidewalk shed still exceeds manufacturing, engineering, and code requirements. Not only does this afford a more streamlined appearance; no cross-bracing means quicker install times, reduced vandalism, curtailed deck trespassing, and a safer sidewalk.

Urban Umbrellas are designed to keep ground floor businesses open and visible while creating a cleaner, more spacious, more navigable, friendlier environment for pedestrians.



A BETTER PEDESTRIAN EXPERIENCE

Urban Umbrella sidewalk scaffolding is designed without cross-bracing for a more streamlined look, yielding a safer and more aesthetically appealing pedestrian experience.



VS



STRUCTURAL BENEFITS — THE SAFEST SCAFFOLDING ON THE MARKET

Urban Umbrellas qualify as heavy-duty sheds in New York City, meaning that they have the capacity to sustain a dynamic impact load of up to 300 pounds per square foot (300 PSF). No other city in the world has such stringent qualifications for sidewalk sheds, and thus the Urban Umbrella system is able to be deployed globally.

Urban Umbrellas are capable of supporting pipe scaffolding, are suitable for demolition work, comply with New York City's Façade Safety Inspection Program (FISP) and Local Law 11 regulations, and are appropriate for both new construction and general façade restoration and maintenance.

Urban Umbrella fabricates all of its products in-house at its designated factory. The steel Urban Umbrella uses is superior to anything used on the current scaffolding market. It is commonly produced for usage in the construction of bridges, building frames, storage tanks, and other structural applications.



The Urban Umbrella was engineered to protect urban sidewalks from falling construction debris and crumbling façades— and look good while doing it. Made utilizing high-recycled steel and translucent polycarbonate plastic panels, the revolutionary structure resembles a gracefully unfurling umbrella. Elegantly designed with arching struts sweeping upwards, the Urban Umbrella is bright, modern, and harmonious.



URBAN UMBRELLA FABRICATON &
PRODUCTION VIDEO



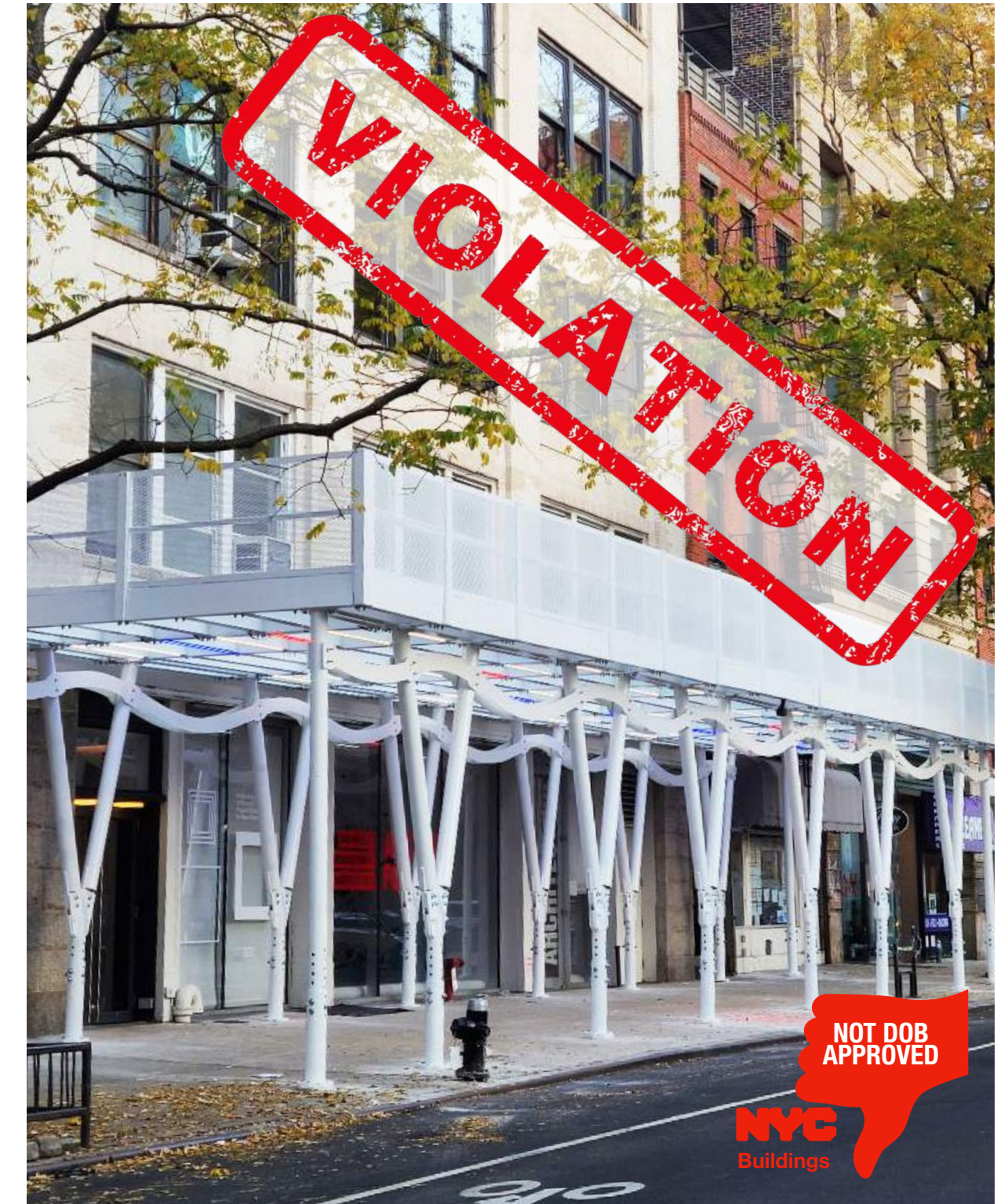
WHY URBAN UMBRELLA IS PROPRIETARY

The Urban Umbrella is a revolutionary design concept that is technically and aesthetically superior to traditional sidewalk shedding.

In 2009, after winning a competition held by the Department of Buildings (DOB) and the NYC Mayor's Office to redesign scaffolding across New York City, Urban Umbrella became the only scaffolding company granted special exemptions around the standardized design of sidewalk shedding. Urban Umbrella henceforth became the only scaffolding company authorized to utilize specialized umbrella-like bracing, light-transmitting transparent plastics on the roof deck, LED lighting, and alternative scaffolding colors besides the code-instructed "hunter green." Urban Umbrella's signature color, white, is now even mandated for Urban Umbrella usage only.

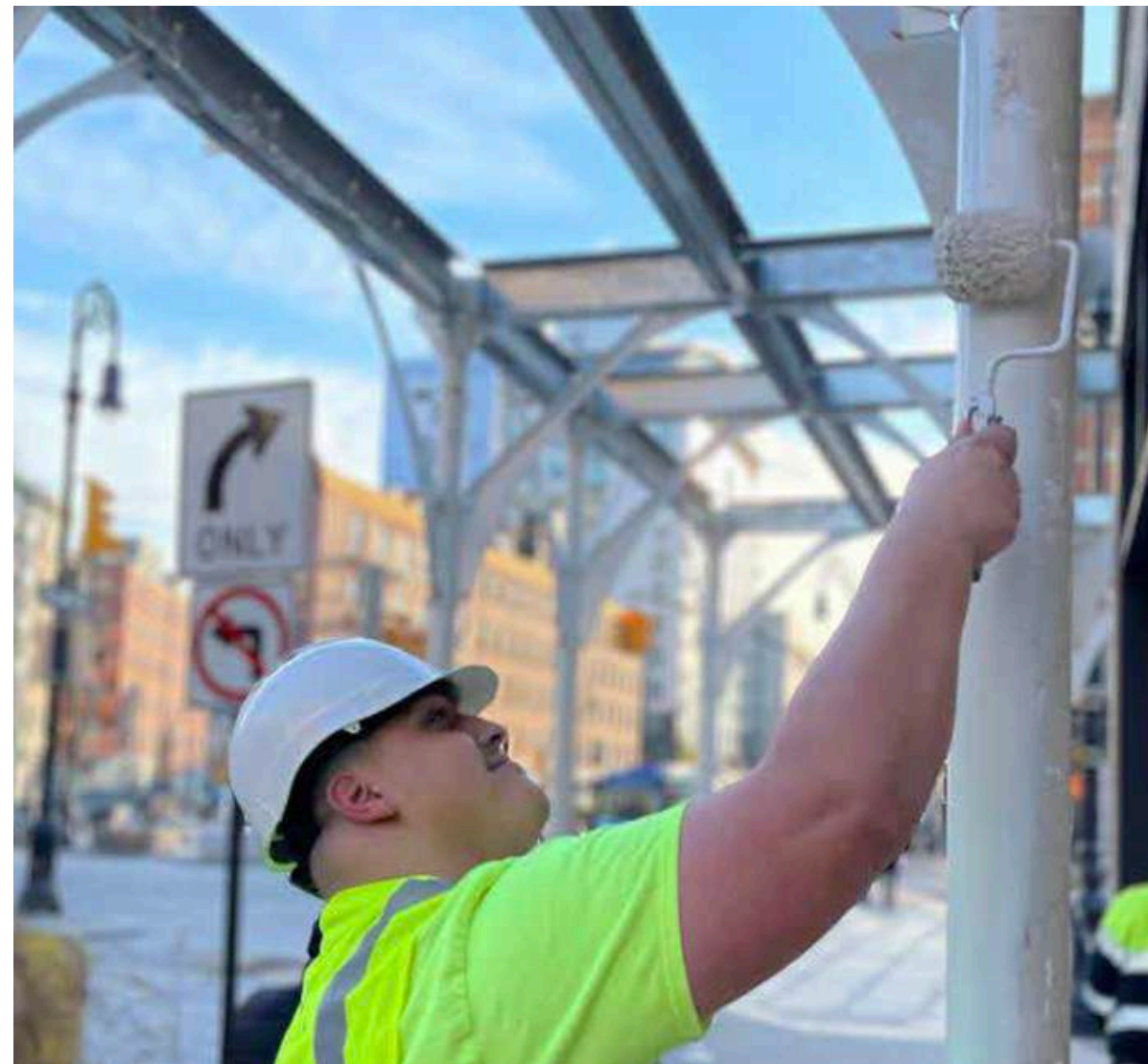
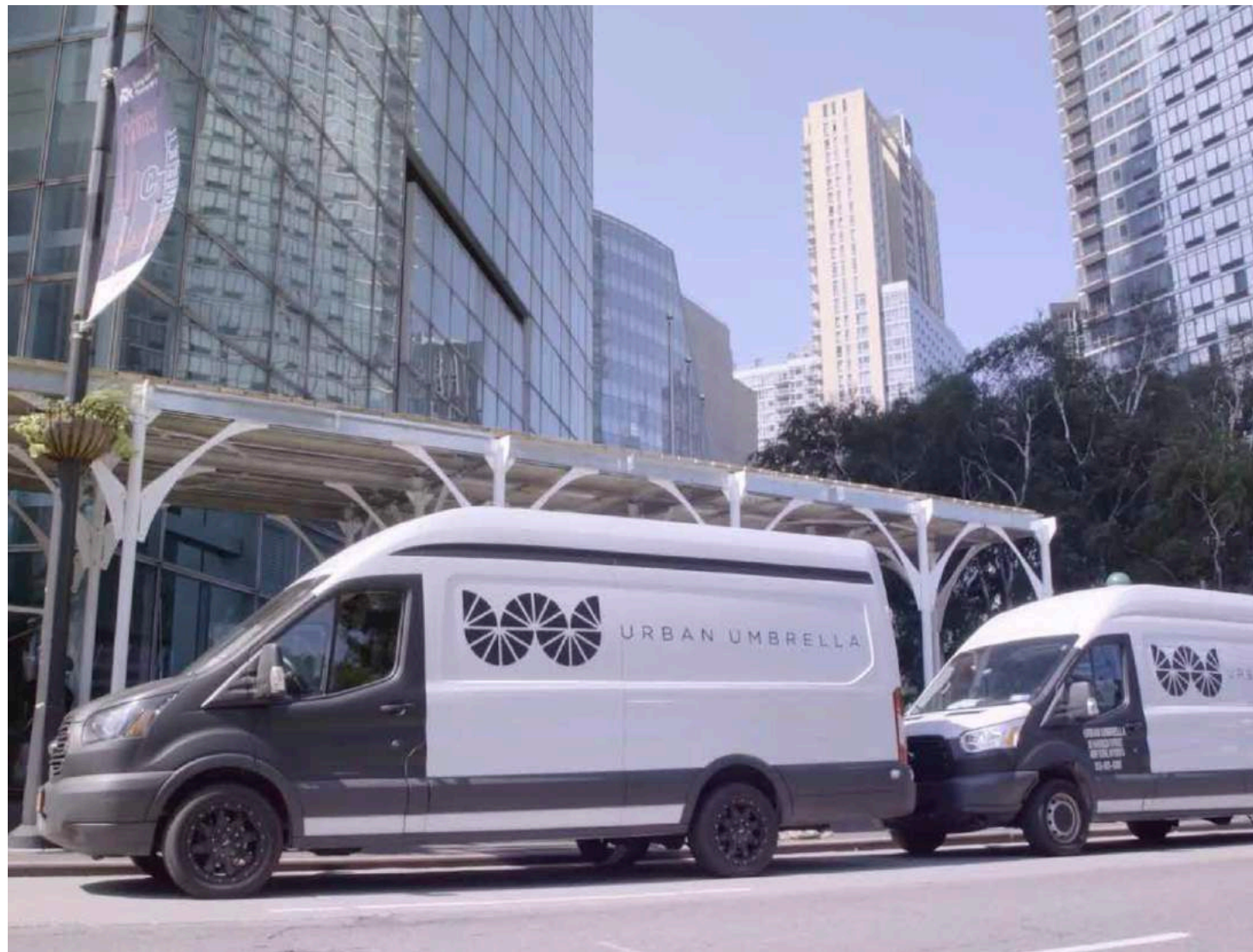
Recently, the DOB updated the language in Chapter 33 of the New York City Municipal Building Code (pertaining to the color of sidewalk sheds), benefitting Urban Umbrella. Beginning January 1st, 2022, all scaffolding companies besides Urban Umbrella may be fined \$5,000 if they opt to use white scaffolding. The text reads as follows:

"...only sidewalk sheds that are of a model whose prototype won a design competition recognized by the city may be white in color."



QUALITY CONTROL AND CUSTOMER SERVICE

Urban Umbrella is not just a scaffolding company, it's also a brand. That's why we provide the highest level of customer service and quality control in the industry. Every job is inspected on a weekly basis by our quality assessment and control team. Branded Urban Umbrella quality control specialists are then deployed around the city to make sure every Urban Umbrella remains clean and safe. The scaffolding industry is known for having poor customer service; when we started Urban Umbrella, we wanted to change that. So, for six years and counting, we've doubled down on customer relations, providing only the utmost service to our clients.



"I continue to use Urban Umbrella not only because of the product's beauty but also because of the customer service they provide. Within an hour I can get ahold of someone at the company and they will be on the site promptly to resolve any issues."

— Mr. John Moran,
Orda Management



PERSONALIZED CARE: 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 install, removal, and beyond. This project management service is provided to every job without any additional cost.



SELECT CURRENT AND PAST CLIENTS



SERVING SOME OF NYC'S MOST TRUSTED CONTRACTORS



EllisDon

Patuxent
Companies



NOVA
CONSTRUCTION SERVICES



WATERPROOFING
& RESTORATION
COMPANY



RALLY
RESTORATION CORP.



Schimenti

SKYLINE
RESTORATION



FEATURED PROJECTS



LOUIS VUITTON
1 E 57TH STREET



APPLE
NYC & BOSTON



RALPH LAUREN / HLZA
867 MADISON AVENUE



FRENCH EMBASSY
972 5TH AVENUE



YALE CLUB
50 VANDERBILT AVENUE



LOTTE NEW YORK PALACE
455 MADISON AV



FEIL ORGANIZATION
551 5TH AVENUE



CHANEL BOUTIQUES
NYC, CHICAGO, BOSTON



WB PROPERTY GROUP
495 BROADWAY



ONE COURT SQUARE
LONG ISLAND CITY



UNION SQUARE / FEIL
841 & 853 BROADWAY



GILBANE UWS
212 W 72ND STREET



COLUMBIA PROPERTY TRUST
W 43RD & 44TH STREETS



PLAZA HOTEL / FIRSTSERVICE
1 CENTRAL PARK SOUTH



NY-PRESBYTERIAN MILSTEIN
HOSPITAL BUILDING
177 FT WASHINGTON AVE



GRENADIER / COLUMBIA UNI.
615 W 131ST STREET



SCIAME / PERELMAN CENTER
VESEY STREET



McGRAW-HILL BUILDING
330 W 42ND STREET



MERINGOFF PROPERTIES
411 LAFAYETTE STREET



ANT YAPI USA
711 5TH AVENUE



COMPANY PORTFOLIO



BRANDS TRUST US



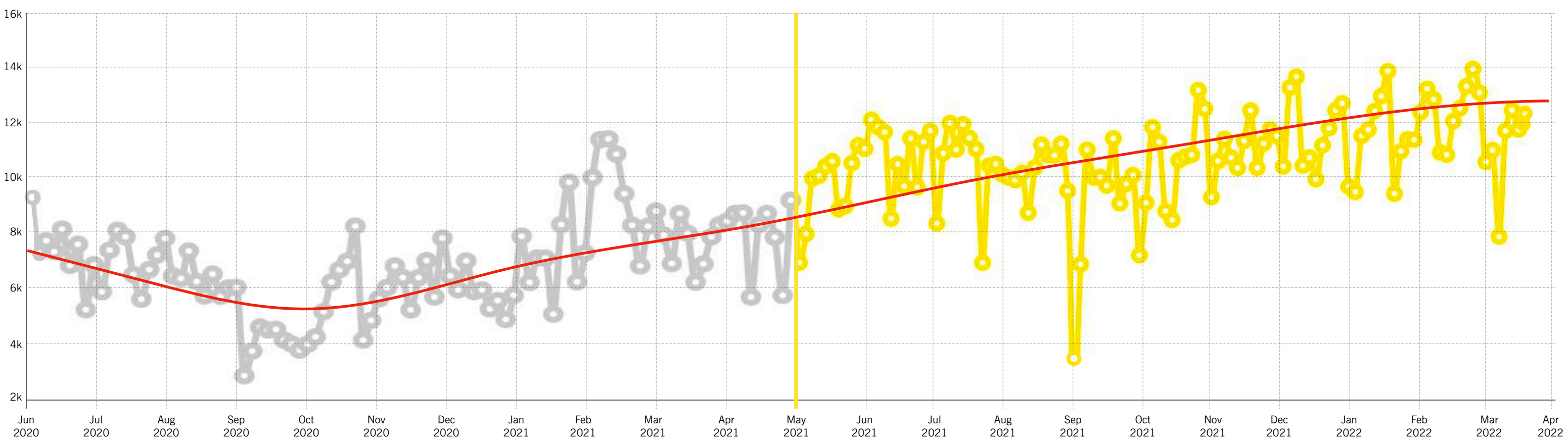
PEDESTRIANS PREFER URBAN UMBRELLA, AND WE CAN PROVE IT

Pedestrians regularly choose to cross the street rather than walk under traditional scaffolding. One in five ground-floor tenants go out of business when traditional scaffolding is installed over them.

Using AI software, we proved that pedestrian foot traffic will increase after an Urban Umbrella is installed. At a minimum, foot traffic will remain the same as what it was when no scaffolding was present.

BEFORE URBAN UMBRELLA IS INSTALLED

AFTER URBAN UMBRELLA IS INSTALLED



TWO PREMIUM ROOFING OPTIONS

Urban Umbrella offers two premium roofing options:

- ➔ **Heavy-Duty Transparent Plastic Polycarbonate With Metal Grating:** The classic Urban Umbrella amenity, great for maximizing natural lighting.
- ➔ **Opaque Glossy White “Drop Paneling”:** White panels reflect light for a brighter path below while hiding timber decking and construction materials from pedestrian view. Ideal for projects with pipe scaffolding above.

TRANSPARENT POLYCARBONATE



OPAQUE “DROP PANELING”



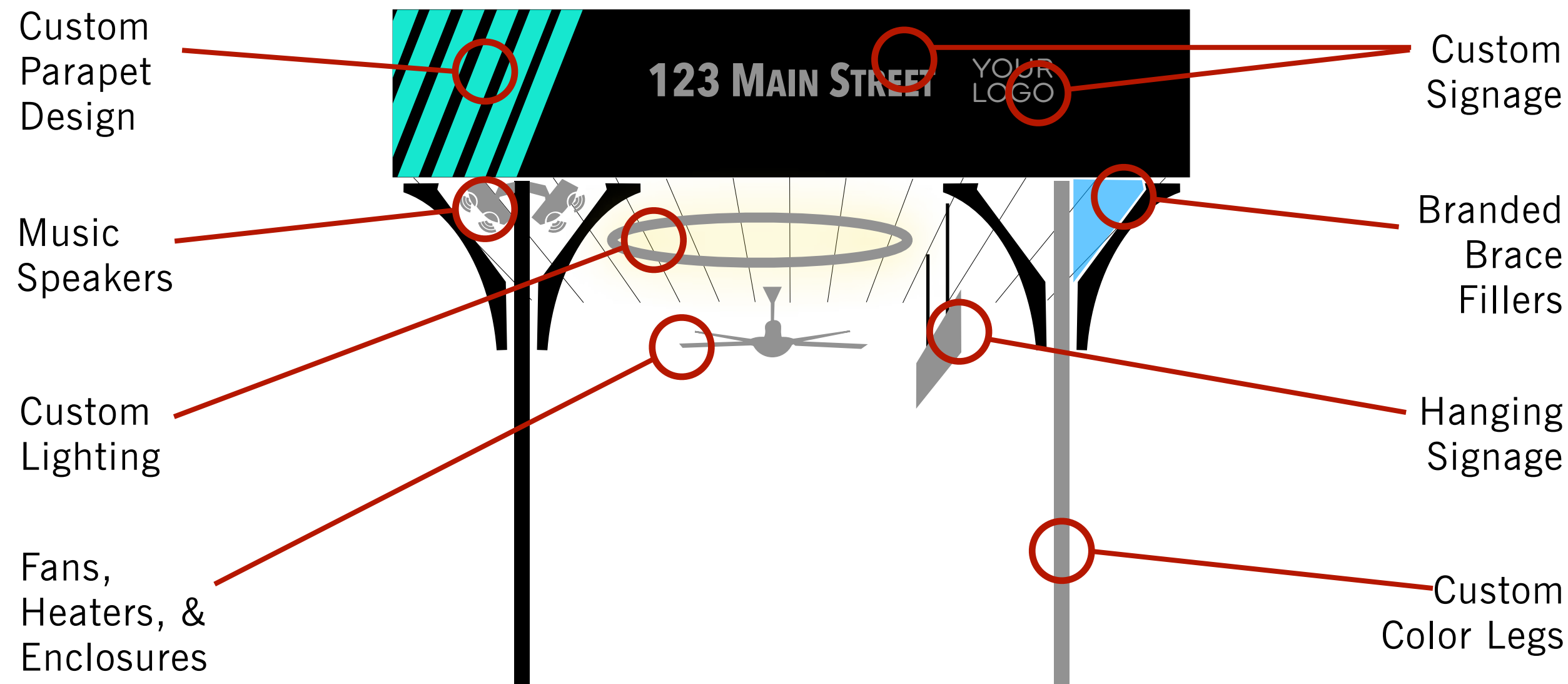
THE IDEAL ROOF FOR CONTRACTORS

Urban Umbrella's heavy-duty transparent plastic polycarbonate roofing option looks good from above, too. Its reflective finish yields a roof-deck that is far more aesthetically appealing to second-floor tenants than the traditional wood. The surface is slip-resistant, thoroughly waterproofed, and level without tripping hazards, thus making it the safest choice for contractors.



IMAGINE THE POSSIBILITIES: CUSTOMIZE YOUR URBAN UMBRELLA

Urban Umbrella is the first and only scaffolding company to offer a full menu of customizations. In colder months, plastic curtains and heaters conserve warmth. In summer, heaters can be swapped out for fans to cool off patrons. Other enhancements include speakers, planters, and security via our Urban Networks™ cameras. Let Urban Umbrella be your newest promotion device, not a burden. Work with us to turn a construction or maintenance project into a highly effective marketing opportunity.



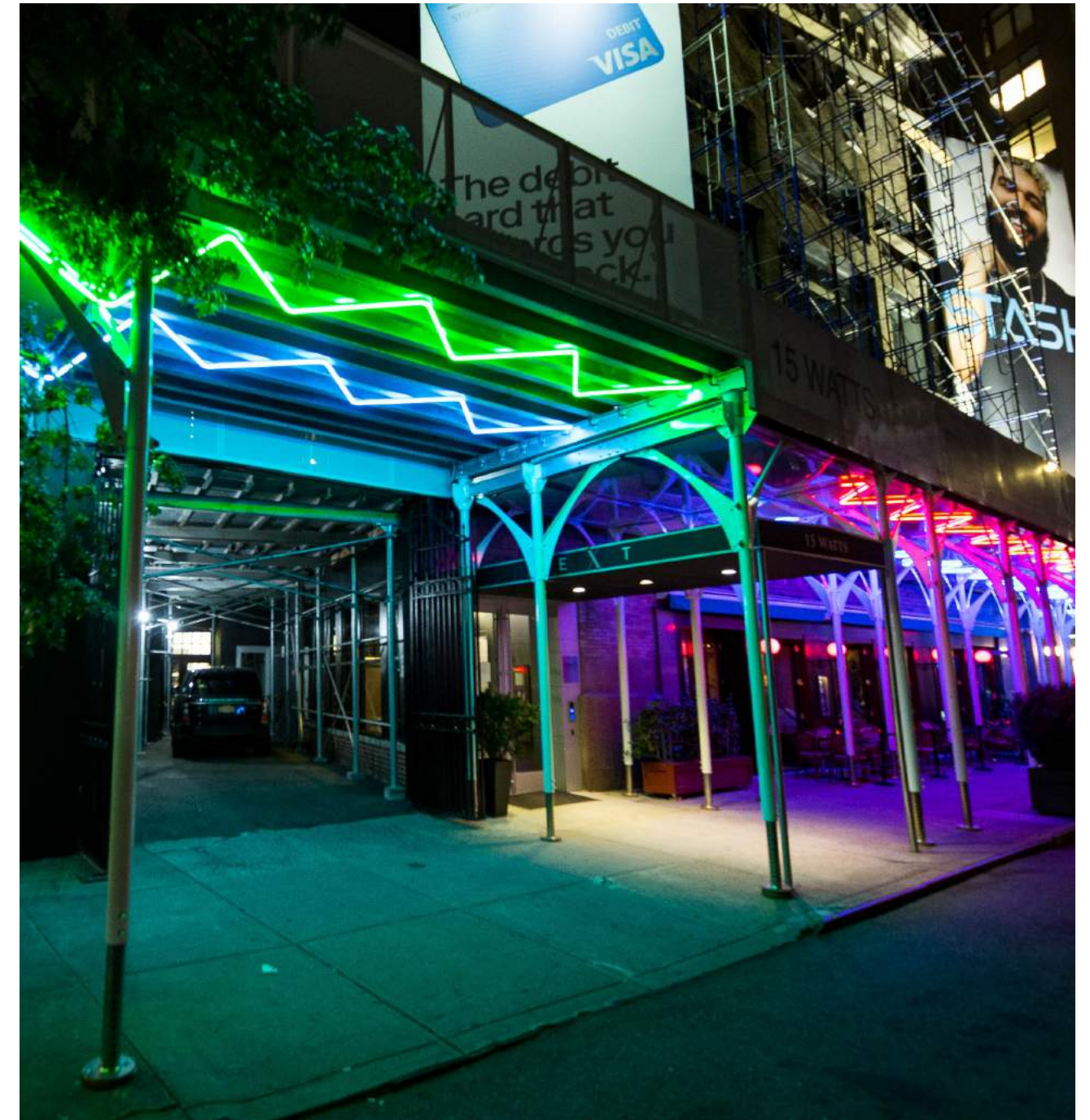
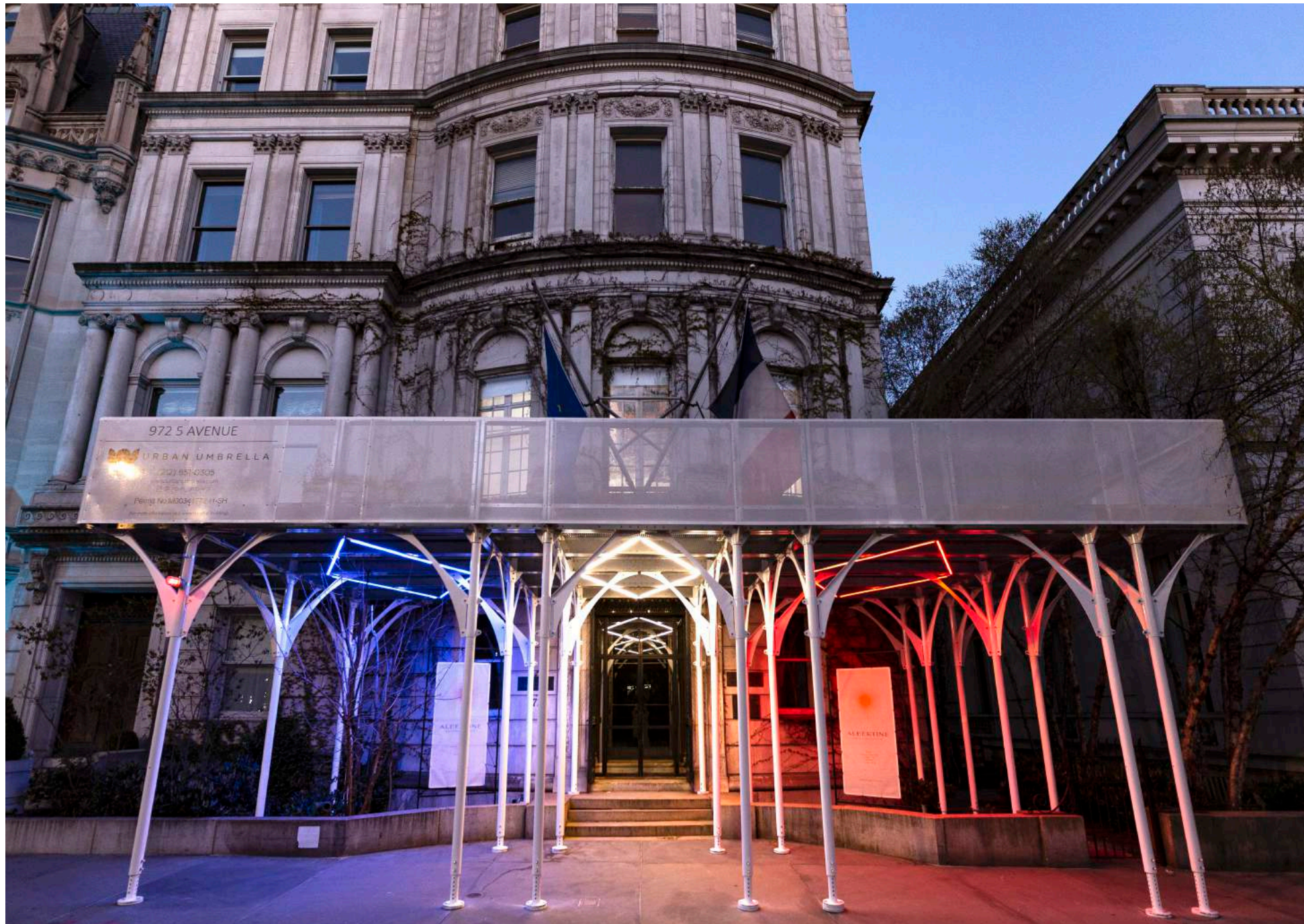
LED LIGHTING

Urban Umbrella is the only scaffolding company authorized to utilize LED lighting fixtures. LED lighting produces a softer sidewalk, deters homeless, promotes ground floor retailers, and enhances site-specific design. Every Urban Umbrella comes with lighting as per the code, controllable via remote. Our lighting is dimmable upon request.



CUSTOM LIGHTING AVAILABLE

Clients can choose to customize their LED lighting color, tone, and shape. Oscillating multicolored LEDs are available.

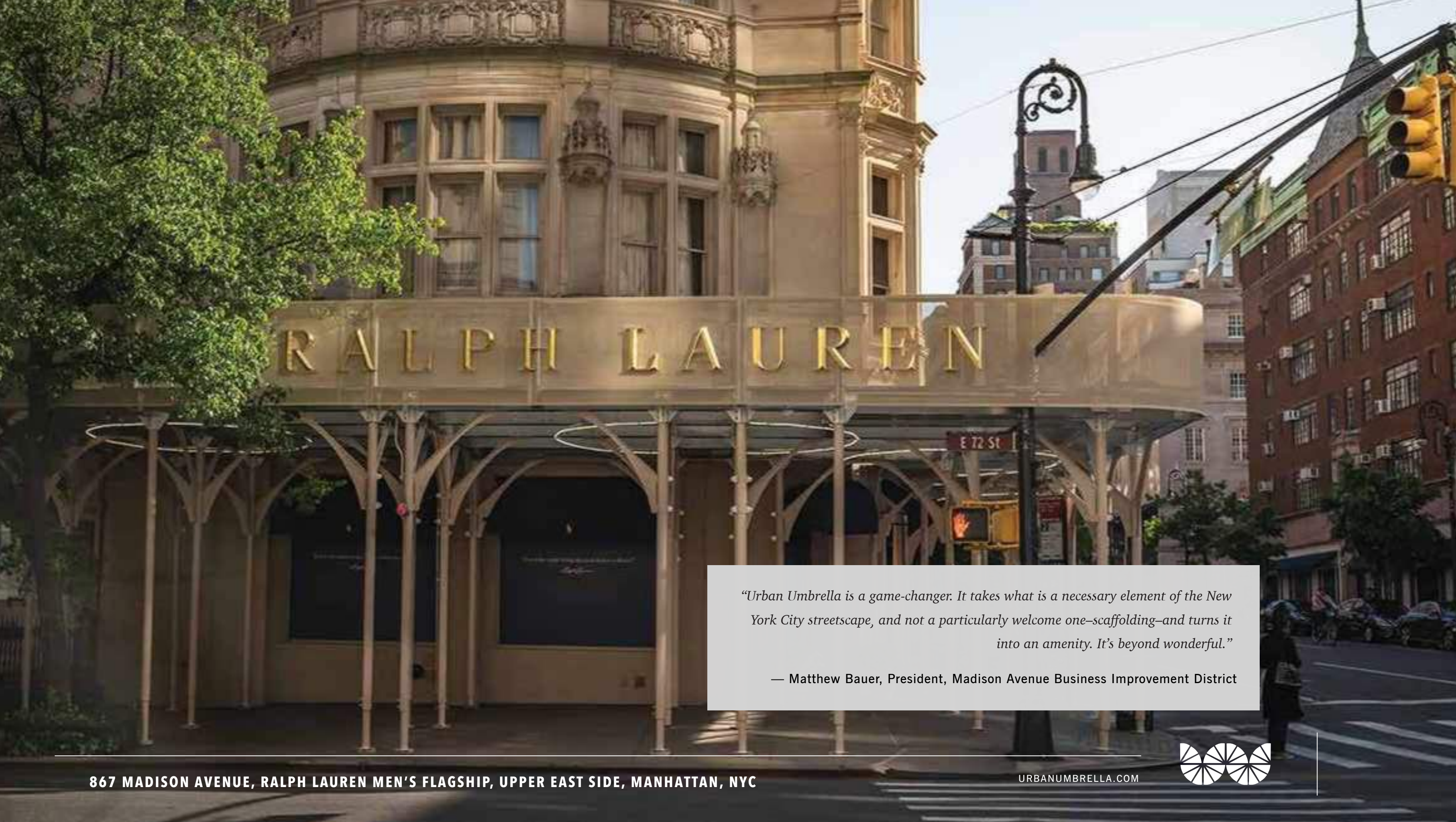


CUSTOM PARAPET SIGNAGE

Urban Umbrella is the only scaffolding company that offers signage, creating an Out of Home (OOH) experience for brands and tenants. Utilize screen-printed logos, illuminated addresses and insignia, hanging signs, and banners.

Traditional sidewalk sheds impair ground-floor businesses and hinder navigation. That's why Urban Umbrella is the only scaffolding company whose customizations include signage and more. Work with the design and marketing team to turn a burdensome construction project into a highly effective marketing opportunity or an impressive wayfinding campaign. Let passersby know where you are (by displaying your address) and what you are (by displaying your company's logo or insignia). Make your sidewalk shed as recognizable as your building. Urban Umbrella scaffolding is your blank canvas.





“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. It’s beyond wonderful.”

— Matthew Bauer, President, Madison Avenue Business Improvement District



CUSTOM LED SIGNAGE

Light up the night with custom 3D LED-lighted signage on the Urban Umbrella parapet. Choose from edge-lit or face-lit.



"It distinguishes yours from another property."

— Brian Altman, Feil Organization

150 FIFTH
AVENUE



150 FIFTH
AVENUE



SITE-SPECIFIC CUSTOM ROUNDED CORNERS

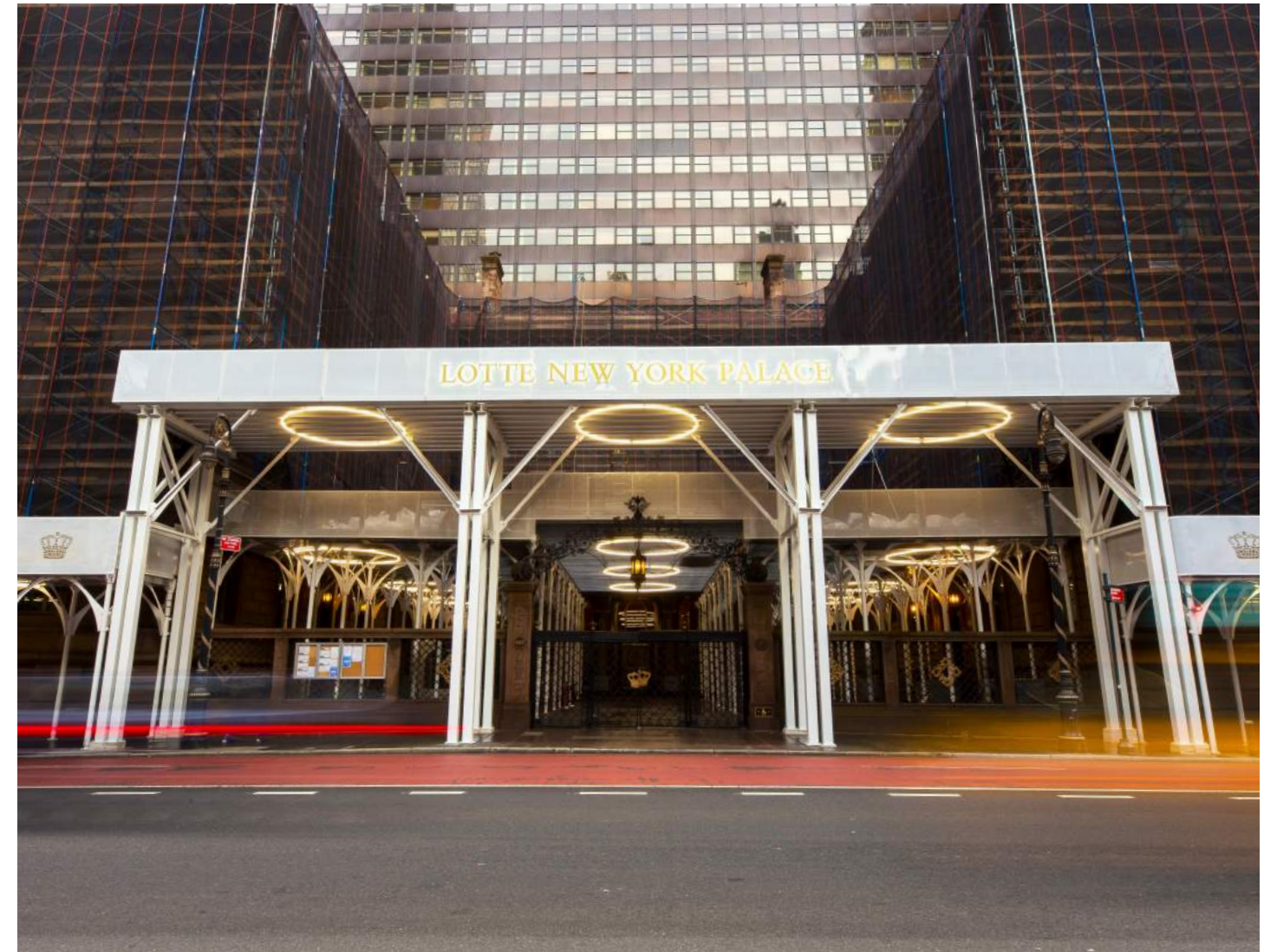
Each Urban Umbrella can be designed with custom sweeping rounded corners. These corners are the perfect place for marketing a building's address or for the signage of a ground floor tenant.



CUSTOM SPANS AND SPANS FOR RETAIL CANOPIES

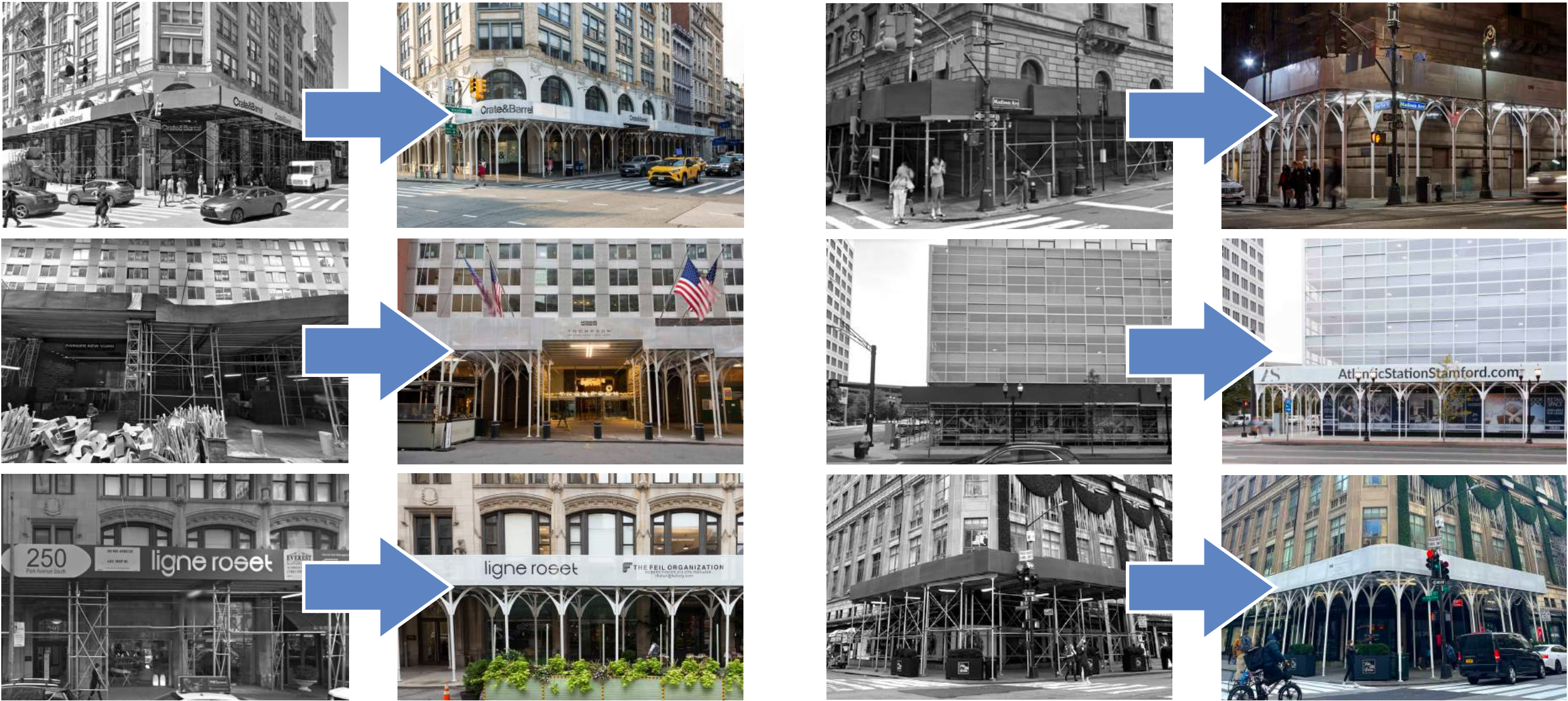
The Urban Umbrella system can incorporate spans to extend over MTA subway entrances, garages, awnings, marquees, and retail storefronts. Spans can range from 8' to 50' in length; Urban Umbrella is flexible, to be utilized undeterred by site conditions.

In 2021, Urban Umbrella debuted a new retail span product in Midtown Manhattan with luxury watch client Vacheron Constantin. This new retail product has gained traction with our clients in Midtown who do not want their façades or entrances blocked by scaffolding legs.



TRADING UP FOR AN URBAN UMBRELLA

Clients love Urban Umbrella so much that they are paying to swap out their traditional sidewalk sheds for Urban Umbrellas, sometimes even in the middle of construction or while their building has an unsafe façade condition. We are able to conduct these swap-outs safely and efficiently. Over the last 18 months, we replaced 36 traditional sidewalk sheds with Urban Umbrellas.

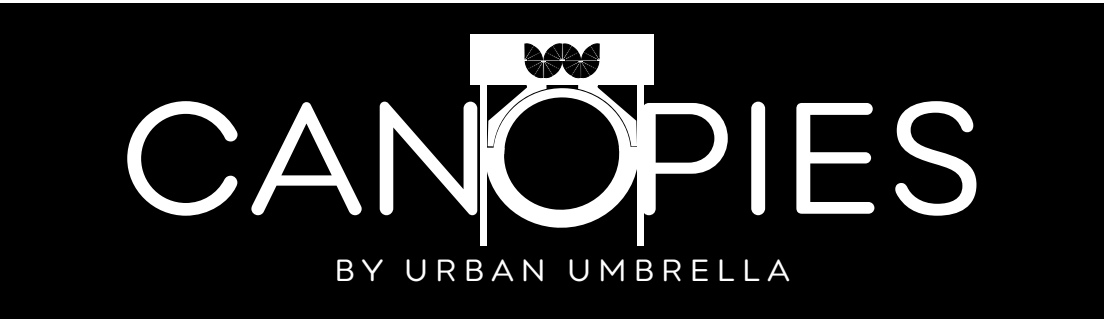


SWAP-OUT BROCHURE



CANOPIES BY URBAN UMBRELLA

In 2021, Urban Umbrella launched Canopies to service the entertainment, retail, hospitality, and healthcare sectors. Canopies accounted for approximately 9% of the company’s total revenue in 2021; Urban Umbrella projects over \$1M in revenue for the product line in 2022.



RETAIL AND COMMERCIAL CANOPIES + QUEUE MANAGEMENT CANOPIES

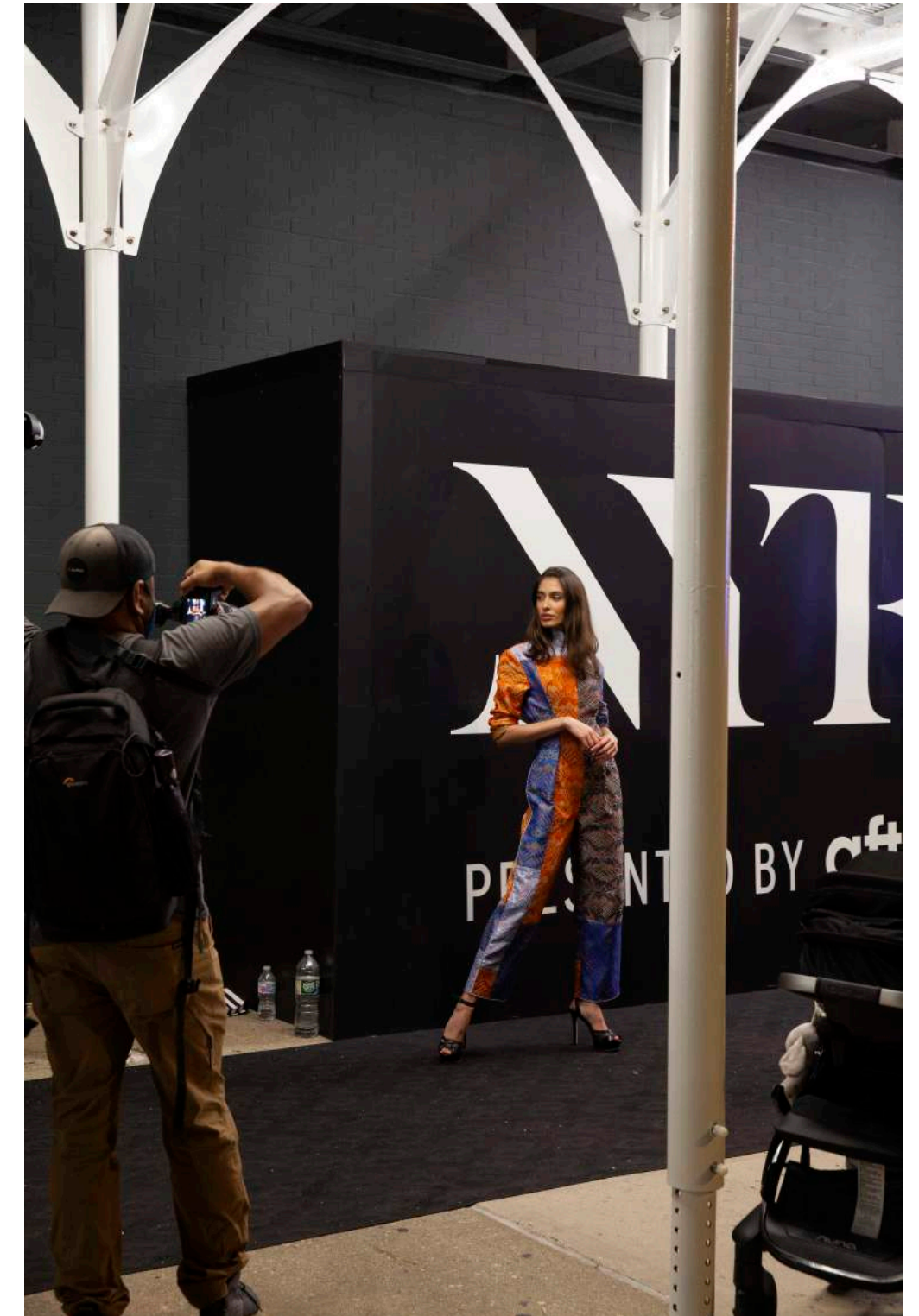
When COVID-19 hit New York City, businesses and others suddenly found themselves having to restrict access to their indoor locations. Urban Umbrella quickly adapted its product to help businesses extend their footprints to the curb as sidewalks became a new venue for commerce, assisting all kinds of establishments and revolutionizing the way public urban space is utilized.

In 2020, Urban Umbrella also stepped up to provide necessary COVID-19-safe socially-distanced outdoor queue management solutions. In addition to the structure itself, placards, signage, protective plastic dividers, heaters, and floor decals are available to make entrance into your establishment as safe and smooth as possible. At the Brooklyn Laboratory Charter School in Downtown Brooklyn, Urban Umbrella was brought in as a “Front Porch,” doing double duty to maximize space needed for COVID-19 screenings and socially-distant building entry while delineating and anchoring new outdoor classroom areas.



EVENT CANOPIES AND MORE

Urban Umbrella Canopies are highly versatile, able to be uniquely used as both overhead protection and underfoot support for all kinds of gatherings and occasions. From festivals and conferences to performances and weddings, Canopies fit right in. Instead of renting ordinary, discordant stages and tents for an event, rent tasteful, sturdy, do-it-all Canopies.



PRIVATE PATIO AND ROOFTOP SCAFFOLDING + ROOFTOP CANOPIES

Urban Umbrella specializes in terraces, roof decks, and patios, providing white-glove installation and maintenance service. Urban Umbrella has over twenty patio and roof deck installations throughout New York City. We will design the Canopies to match the client's patio with custom LED lighting, a built-in dimmer, translucent roofing to allow sunlight to pass through, and a white paint finish with no cross-bracing.

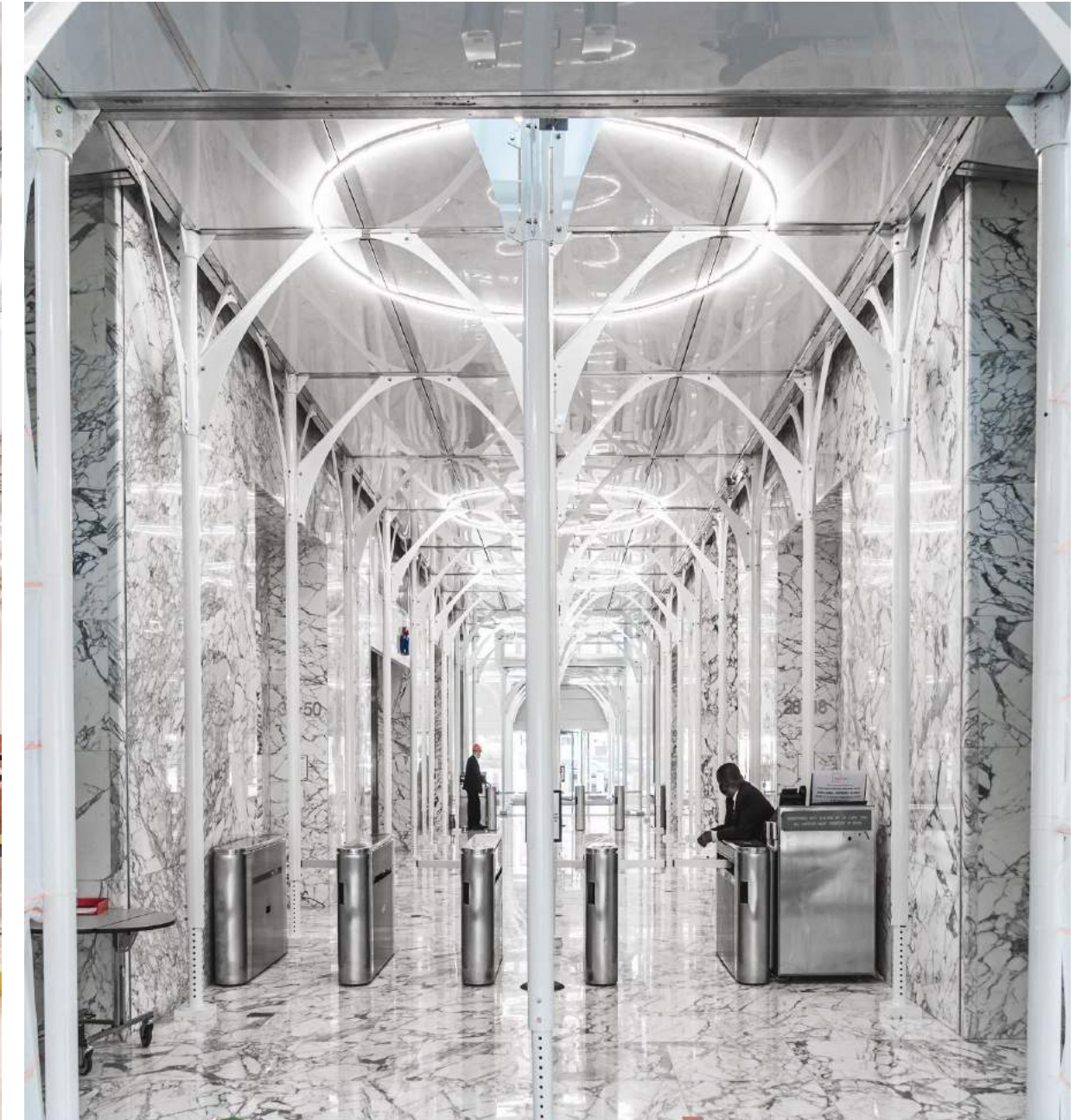
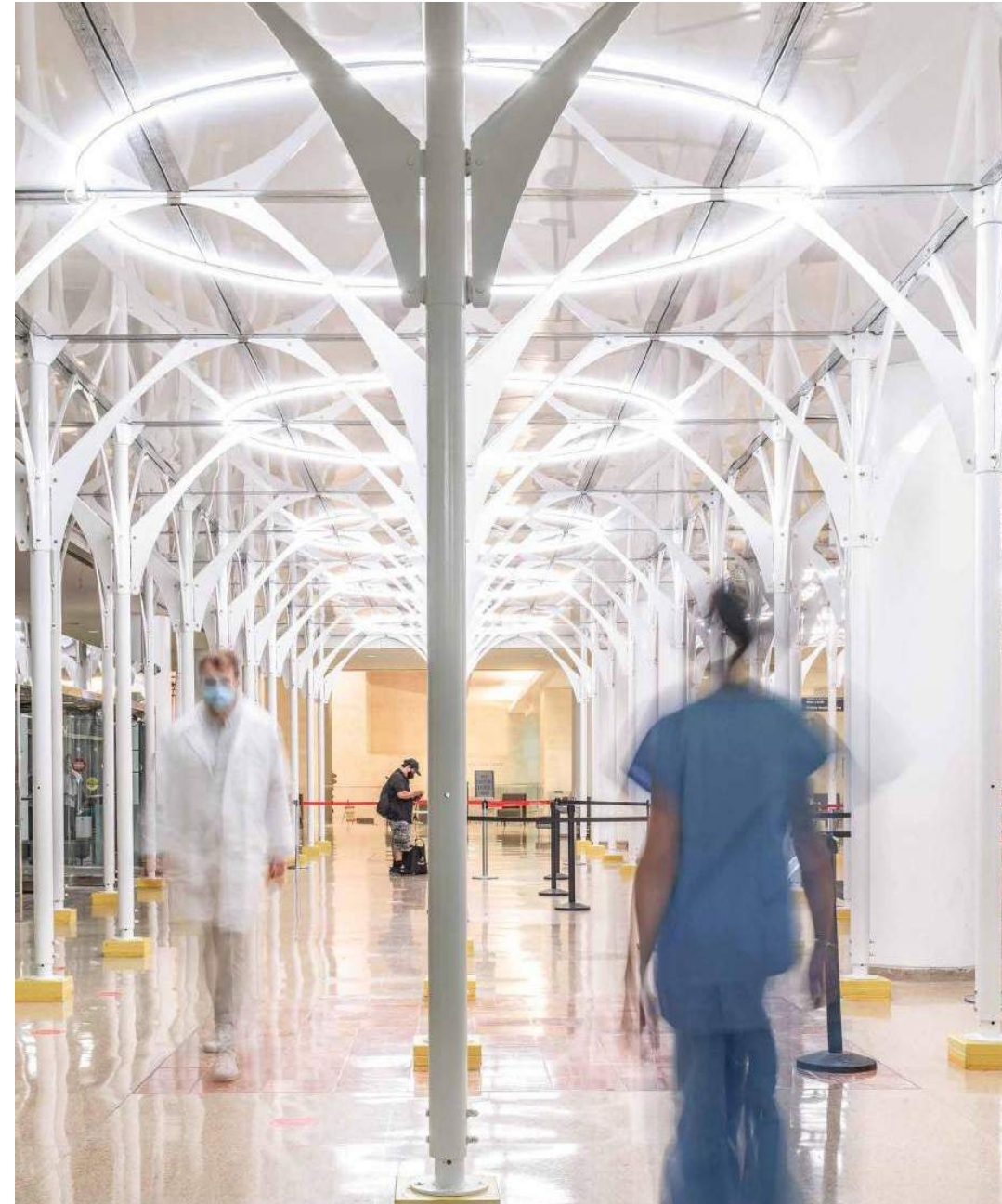
Outdoor spaces are particularly valuable in a crowded city like New York. Urban Umbrella Canopies can be used to protect private patios from the elements, making them more livable year-round. They can cover hotel terraces or pub courtyards so as to provide heating, lighting, or improve aesthetics.



LOBBY CANOPIES

Urban Umbrella recently introduced the industry's first commercial lobby scaffolding product. Designed with white LED lighting, a glossy white roof, and without cross-bracing, Urban Umbrella lobby canopies allow interior construction work to continue without impeding tenants, employees, and visitors.

In 2020, Urban Umbrella covered over 5,000 SF of the lobby of the Milstein Hospital Building, part of the New York-Presbyterian & Columbia University Medical Center. In order to keep the hospital lobby open and functional while renovations were completed, Lendlease selected Urban Umbrella for this union installation. 30,000 square feet of pipe-scaffolding with a 75 PSF-rated "dance floor" sat atop the Urban Umbrella deck. Urban Umbrella's white glossy drop panels, dazzling circular LED lights, and sleek-yet-sturdy structure hid the ceiling renovations from hospital visitors while keeping them safe and protected.





45-1 COURT SQUARE WEST, ONE COURT SQUARE, LONG ISLAND CITY, QUEENS, NYC

*“Urban Umbrella helped reshape our
ground floor retail strategy, period.”*

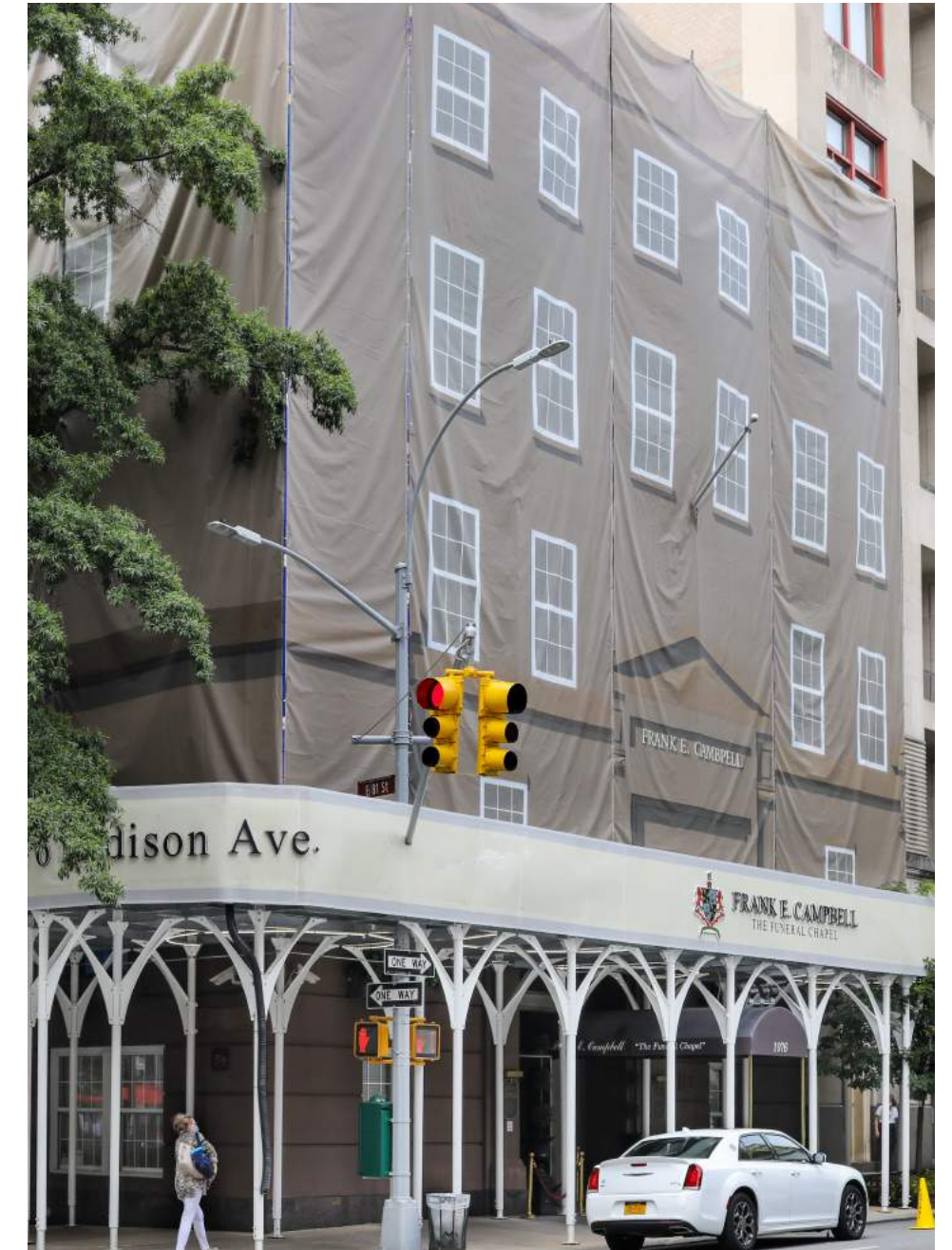
— M.D. Carlisle Realty

URBANUMBRELLA.COM



CUSTOM FAÇADE NETTING

Inspired by similar façade netting used in European construction, Urban Umbrella's light-weight, fire-rated netting hides renovation work from pedestrian view while allowing building owners to continually display their façade. Plain white mesh netting is also available.



IN THE NEWS



[The Sidewalk Shed, a Ubiquitous New York Eyesore, Gets a Makeover](#)



[Who Says Scaffolding Has To Be Ugly?](#)



[Scaffolding Firm Debuts Framing That Fights COVID-19](#)



[Urban Umbrella Raises \\$6.5M in Venture Debt Funding](#)



[Scaffolding as Status Symbol? One Company Has High Hopes](#)



[Design-Forward Scaffolding Maker Urban Umbrella Partners with Manhattan's Madison Avenue BID](#)



[How the Urban Umbrella Has Come Back to Life and Spawned Rivals](#)



[Crain's Extra: Kenny G Infiltrates the Streets of New York](#)



[NYC Scaffolding is Getting an Upgrade](#)



[These Giant Parasols Are Helping Cities Move Indoor Activities Outside](#)



[Why All the Sheds and Scaffolding?](#)



[Uber Eats Partners With Urban Umbrella and WXY to Unveil New Outdoor Art and Dining Corridor in Harlem](#)



[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](#)



[New York Luxury Shopping Thoroughfare Sees Scaffolding As An Amenity](#)



[Urban Umbrella Reaches \\$18M in Funding](#)

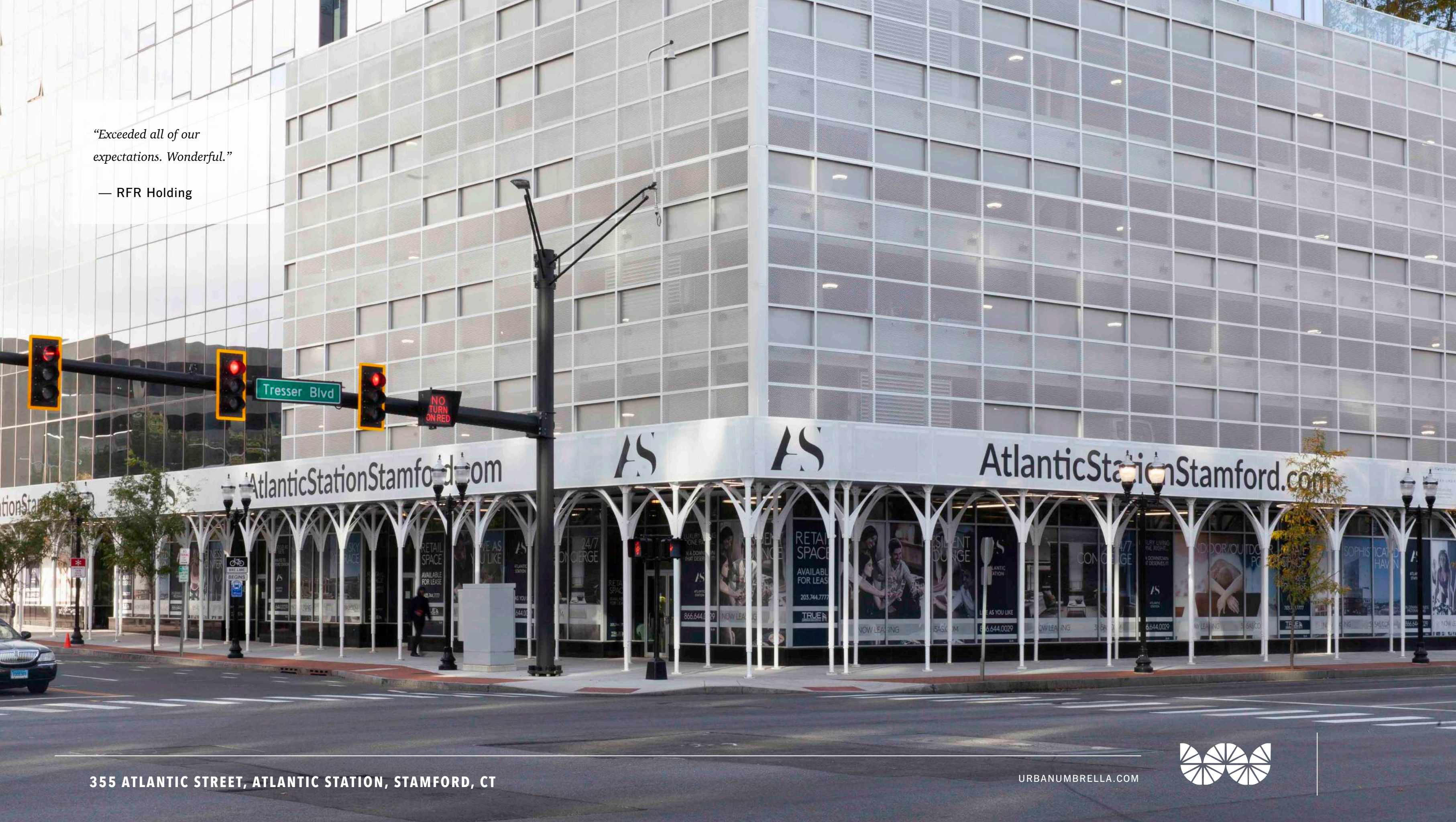


[Small Business Spotlight: Urban Umbrella: Disrupting the Market and Keeping Businesses Open](#)



“Exceeded all of our expectations. Wonderful.”

— RFR Holding



LOUIS VUITTON

“We’ve had a great experience working with Urban Umbrella and will absolutely use [them] again if we need scaffolding around our building.”

— Urban Umbrella
Client Since 2020

1 EAST 57TH STREET, LOUIS VUITTON MIDTOWN FLAGSHIP, MIDTOWN, MANHATTAN, NYC

URBANUMBRELLA.COM





45-1 COURT SQUARE WEST, ONE COURT SQUARE, LONG ISLAND CITY, QUEENS, NYC

*“Urban Umbrella helped reshape our
ground floor retail strategy, period.”*

— M.D. Carlisle Realty

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“During the COVID-19 Pandemic, Urban Umbrella helped to prioritize the health and wellness of [our] school’s community [while] also reimagin[ing] how any urban school’s vital social infrastructure can be integrated into the public realm.”

— Eric Tucker, Executive Director,
Brooklyn Laboratory Charter
Schools

77 SANDS STREET, BROOKLYN LABORATORY CHARTER SCHOOL, DOWNTOWN BROOKLYN, BROOKLYN, NYC

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LOUIS VUITTON

“Without the use of Urban Umbrella at my SoHo ground retail space, I would not have fulfilled the tenant vacancy as quickly as I did. Urban Umbrella saved me six figures. All of my tenants appreciated the exposure it gave their brand. I would recommend the use of Urban Umbrella for any building owner.”

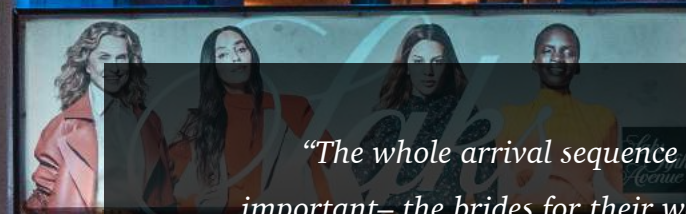
– Global Property Holdings

102 PRINCE STREET, LOUIS VUITTON SOHO, SOHO, MANHATTAN, NYC

URBANUMBRELLA.COM



THE YALE CLUB NEW YORK



"The whole arrival sequence into the [New York Yale] Club is very important— the brides for their weddings, taking grandma to her 90th birthday party. We know [our scaffolding] had to look good, and Urban Umbrella really does protect you from the rain which is what everyone in New York wants."

— Kevin Lichten, Architect Chair, New York Yale Club

50 VANDERBILT AVENUE, THE YALE CLUB, MIDTOWN, MANHATTAN, NYC

URBANUMBRELLA.COM



*"It wouldn't have been good
for our brand for us to open
[a new location] with a
green plywood shed in
front."*

— Chris Lewis,
Marriott Hotels, OTO
Development





WE LOOK FORWARD TO
WORKING WITH YOU!