



URBAN UMBRELLA™

THE BEST SEAT IN THE HOUSE
Take it Where New York meets New York.

WHAT COMES WITH YOUR PURCHASE?

1. Dedicated OSHA-Certified project management and site supervision support throughout installation and removal.
2. Regular quality control inspections, touch-ups, and maintenance.
3. 24/7/365 customer service and emergency response.
4. Certified flaggers for every day of your installation and removal.
5. Diligent engineering, site-specific customizations, and an emphasis on safety.
6. Access to our signage, branding, and customization capabilities.
7. LED lighting and complimentary design layouts.



THE COMPARISON IS CLEAR



◆ Arches 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.

◆ 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

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.

◆ A Durable, Sleek White Finish



350+ PROJECTS - 18 MARKETS - TRUSTED BY THE BEST

OWNERS, OPERATORS, DEVELOPERS, & LENDERS



ARCHITECTS, ENGINEERS, CONTRACTORS & CONSULTANTS



BRANDS & RETAILERS



HOTELS & HOSPITALITY



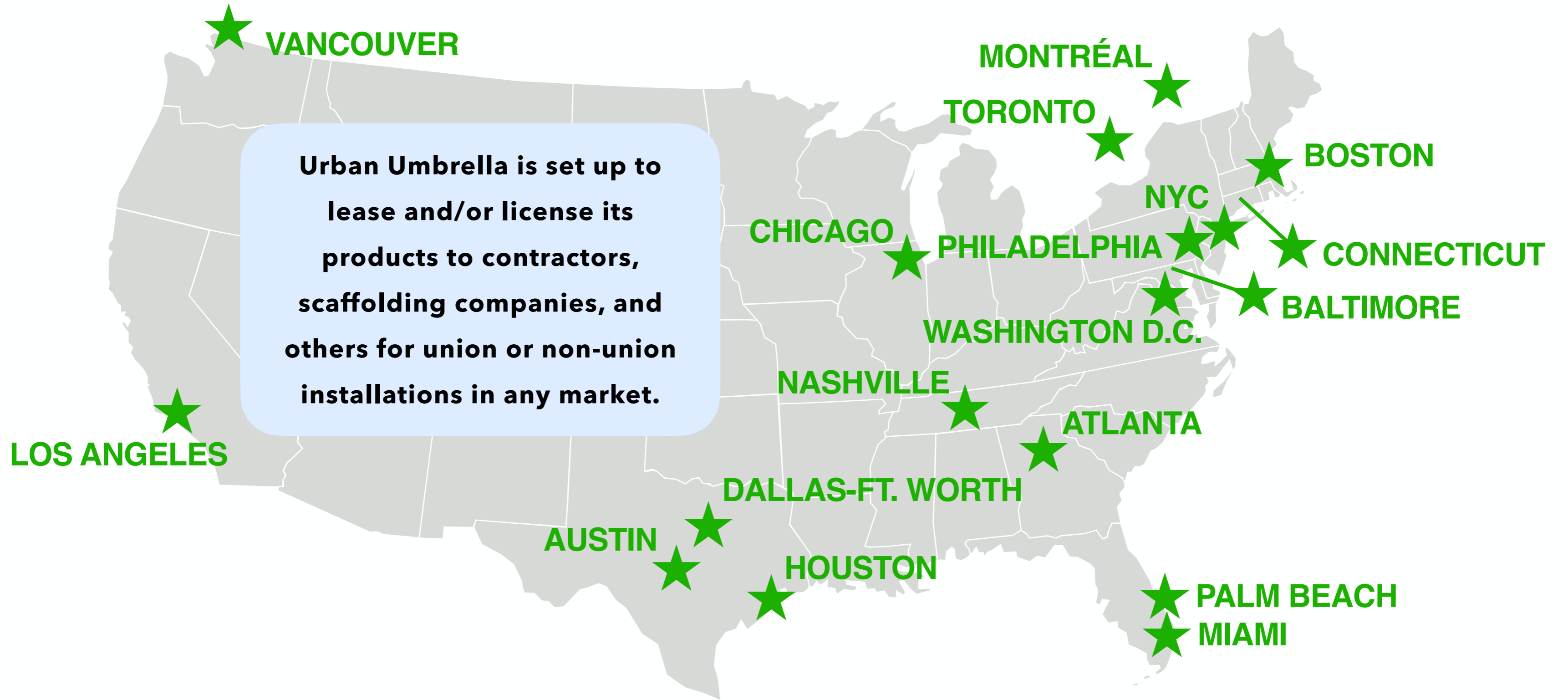
PROPERTY MANAGEMENT



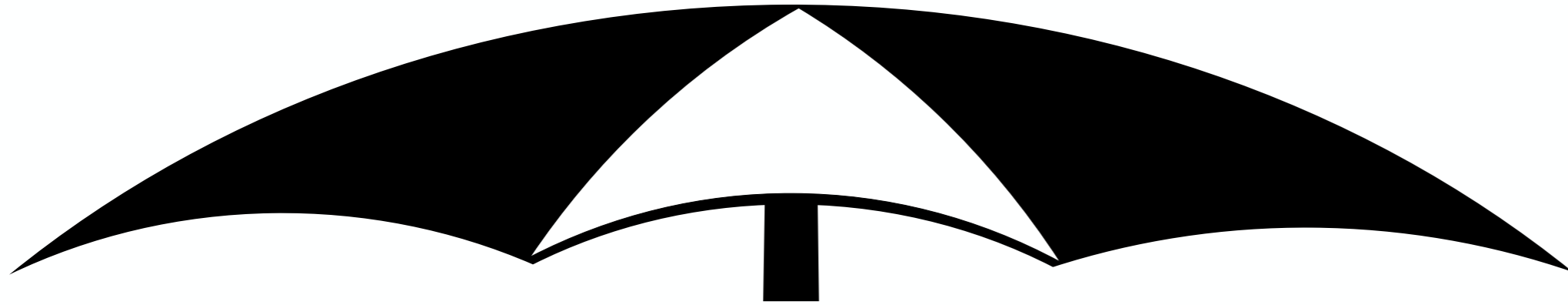
ARTS, CULTURE, CITY AGENCIES, ASSOCIATIONS & MEDICAL



DEPLOYABLE NATIONALLY



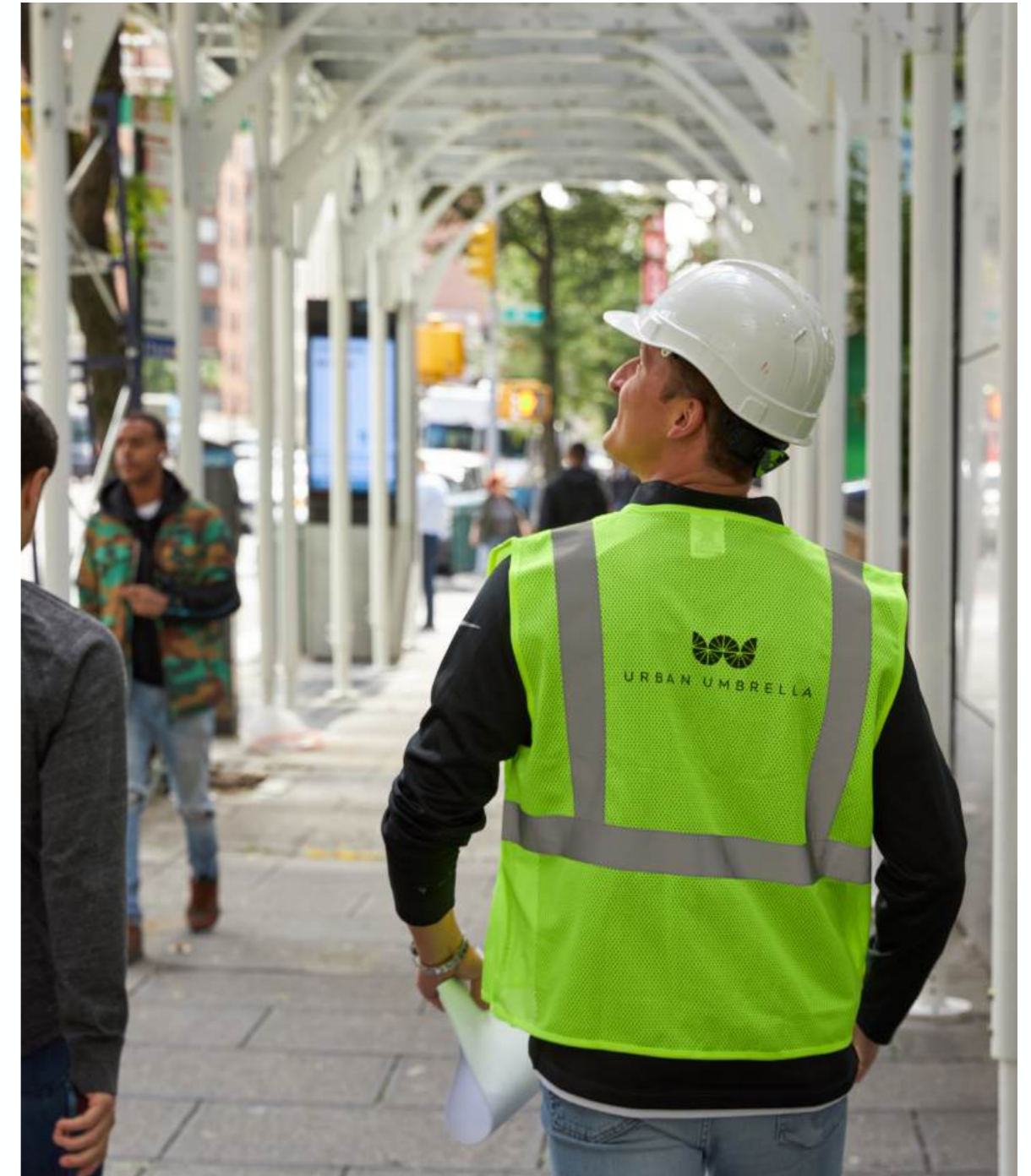
DEPENDABLE SAFETY & COVERAGE



- ◆ Backed by a \$10M insurance policy we are capable of contracting directly with the project stack from the contractors to the owner/operators.
- ◆ Architecturally designed, engineer-approved, and easily deployable. A controlled supply chain ensures using the highest quality materials.

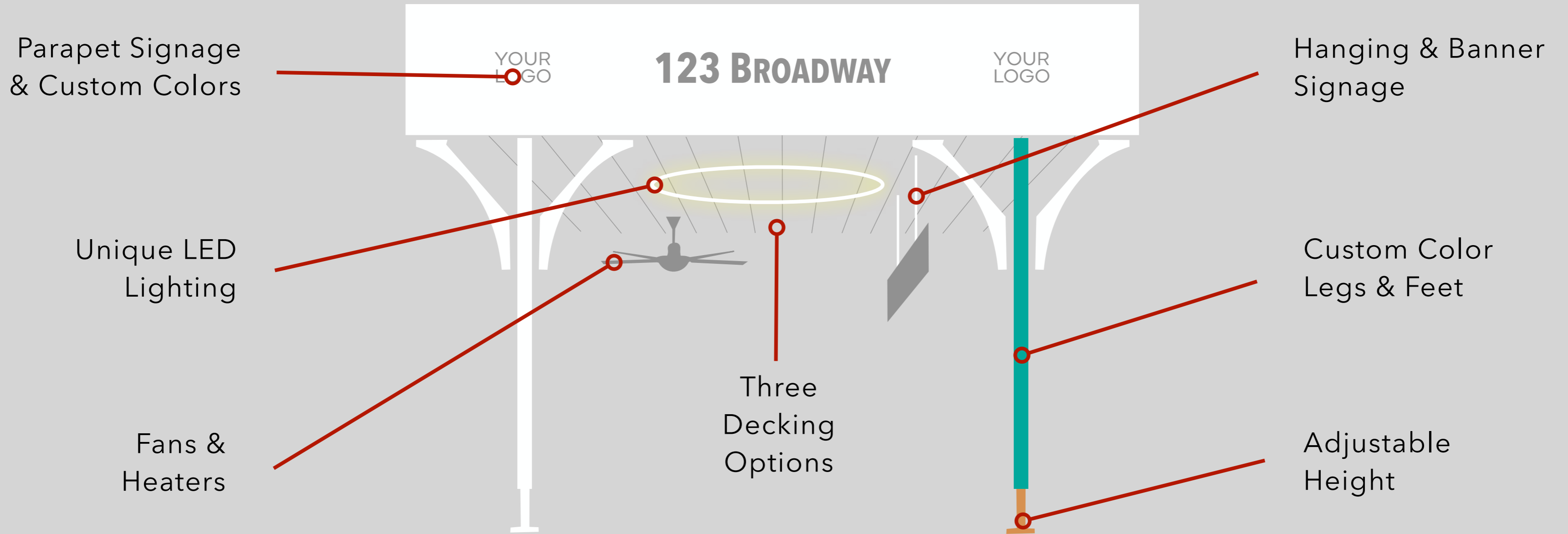


- ◆ Thicker columns and a flexible girder and joist system eliminate the need for prohibitive cross-bracing.
- ◆ Bolted connection points enhance strength and sturdiness better equipping the system to withstand impact.



CUSTOMIZE YOUR URBAN UMBRELLA

Let our system be your newest promotional vessel, not a burden. Work with us to turn a construction or maintenance project into a highly effective marketing opportunity. Customizable from head to toe...or piston foot to parapet, our team of designers will help thoughtfully materialize your marketing vision.



THREE DECKING OPTIONS

PRICING
VARIES

All decking options are waterproofed, contractor-friendly, and able to support a load capacity up to 600 PSF.

Glossy Opaque



- ➔ Hides work from view, ideal for concealing pipe scaffolding
- ➔ Glossy surface reflects light

Translucent



- ➔ Allows sunlight to reach sidewalk and ground floor tenants
- ➔ Enables sweeping skyward views

White Fluted



- ➔ Powder-coated glossy surface reflects light
- ➔ Built-in waterproofing



PARAPET SIGNAGE OFFERINGS

All signage is fabricated using the most reliable materials and precisely installed in-house. Flexible in size, color, and design, our parapet signage can be printed directly to the system or affixed as a dimensional or illuminated logo.

Print



- ➔ Printed directly onto the parapet
- ➔ Custom color panels and façade color matching

3D



- ➔ Printed separately and then secured onto the parapet

3D Illuminated



- ➔ Printed separately and then secured onto the parapet
- ➔ Face- and edge-lit options available

Steel Banner



- ➔ Secured between legs, either perpendicular or parallel to sidewalk
- ➔ Multiple widths available

Hanging



- ➔ Hung perpendicular to the sidewalk
- ➔ Available in standard and illuminated



MULTIPLE LED LIGHTING DESIGNS

- ➔ Customize your lighting shape from our two base styles: arc-shaped and bar-shaped.
- ➔ Lighting add-ons include dimmers and custom colors.



Circles



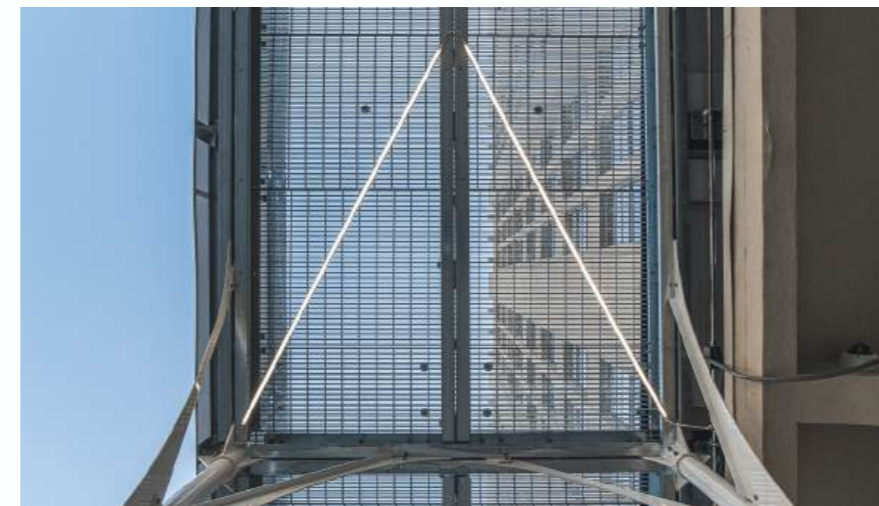
Stars



Half-Circle



Diamonds



Arrows



Waves

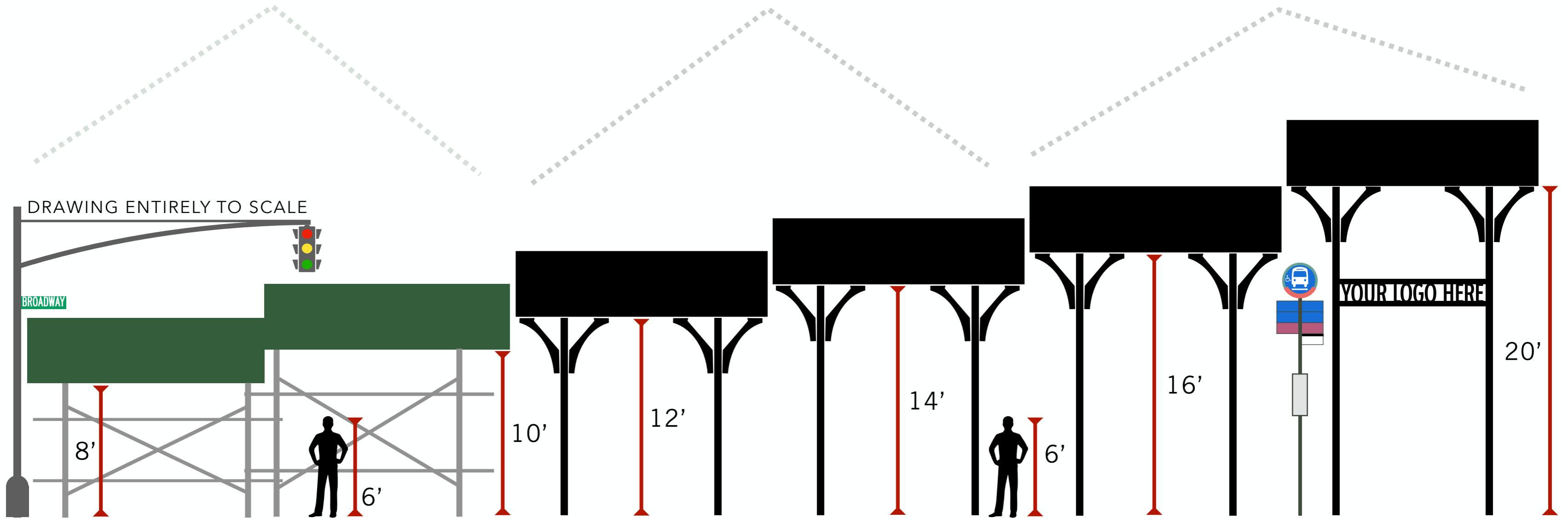


ADJUSTABLE HEIGHT

TRADITIONAL SIDEWALK BRIDGING
INDUSTRY STANDARD
8' - 10' TALL

URBAN UMBRELLA STANDARD
SIDEWALK BRIDGING
12' - 14' TALL

URBAN UMBRELLA CUSTOM
SIDEWALK BRIDGING
16' - 20' TALL



SITE AND PROJECT SPECIFIC

Load Capacity (50 - 600 PSF)



- ➔ Adjustable per any city's municipal building/construction codes
- ➔ For any condition or circumstance; not all sections need to be the same rating

Barrier Integration



- ➔ Seamlessly engineered and integrated with barriers making the system adaptable to any project site.

Custom Spans (8' - 50' T, 20' - 40' W)



- ➔ Subway entrances
- ➔ Newsstands, stalls, and kiosks
- ➔ Bus stop shelters
- ➔ Garage openings
- ➔ Awnings and marquees
- ➔ Retail storefronts



OTHER SERVICES WE OFFER

Offerings range from branded construction accessories to use-cases and applications beyond the construction realm.

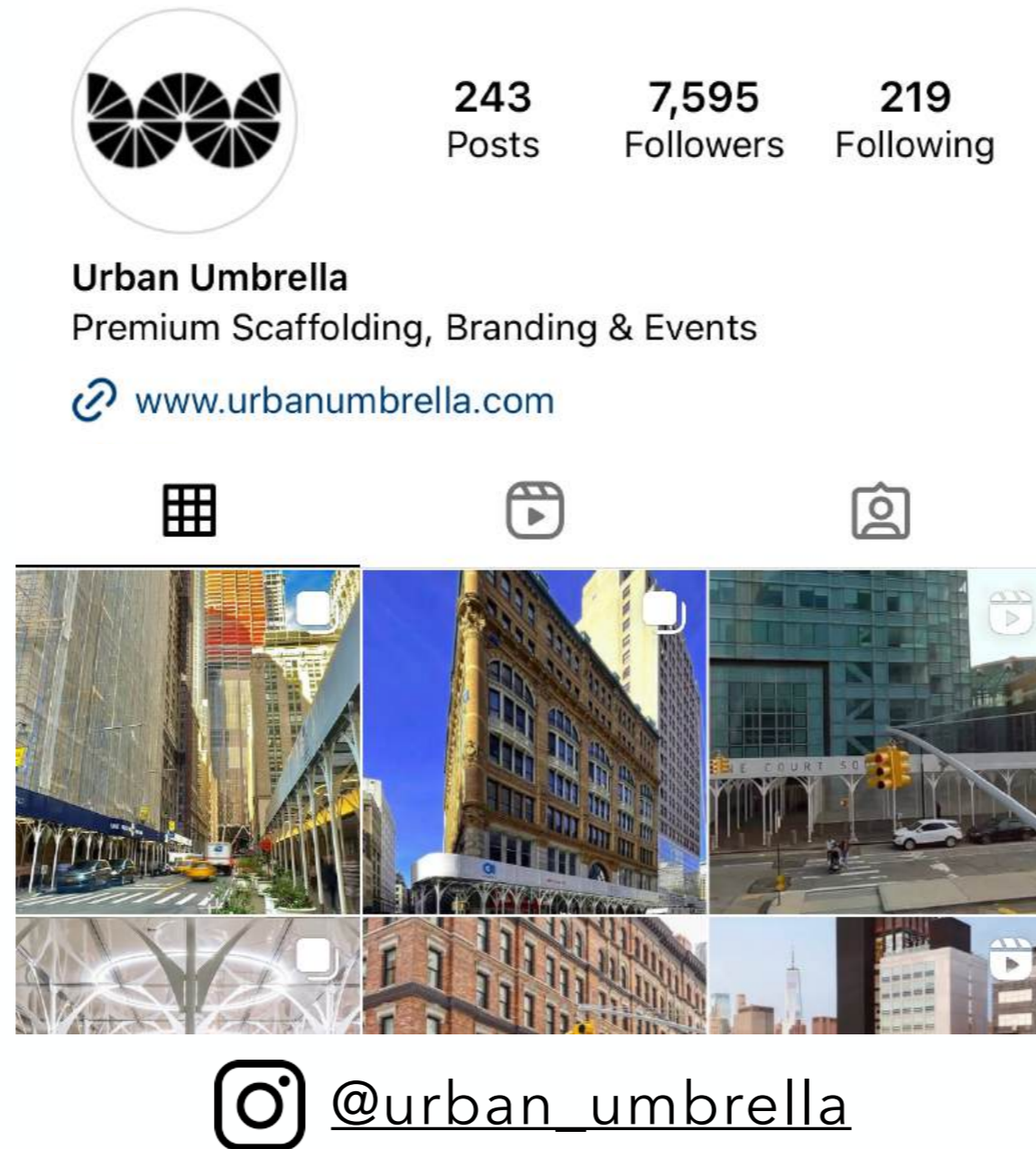


KEEPING UP WITH URBAN UMBRELLA

[Check out our company video](#)



[Check out our Instagram](#)

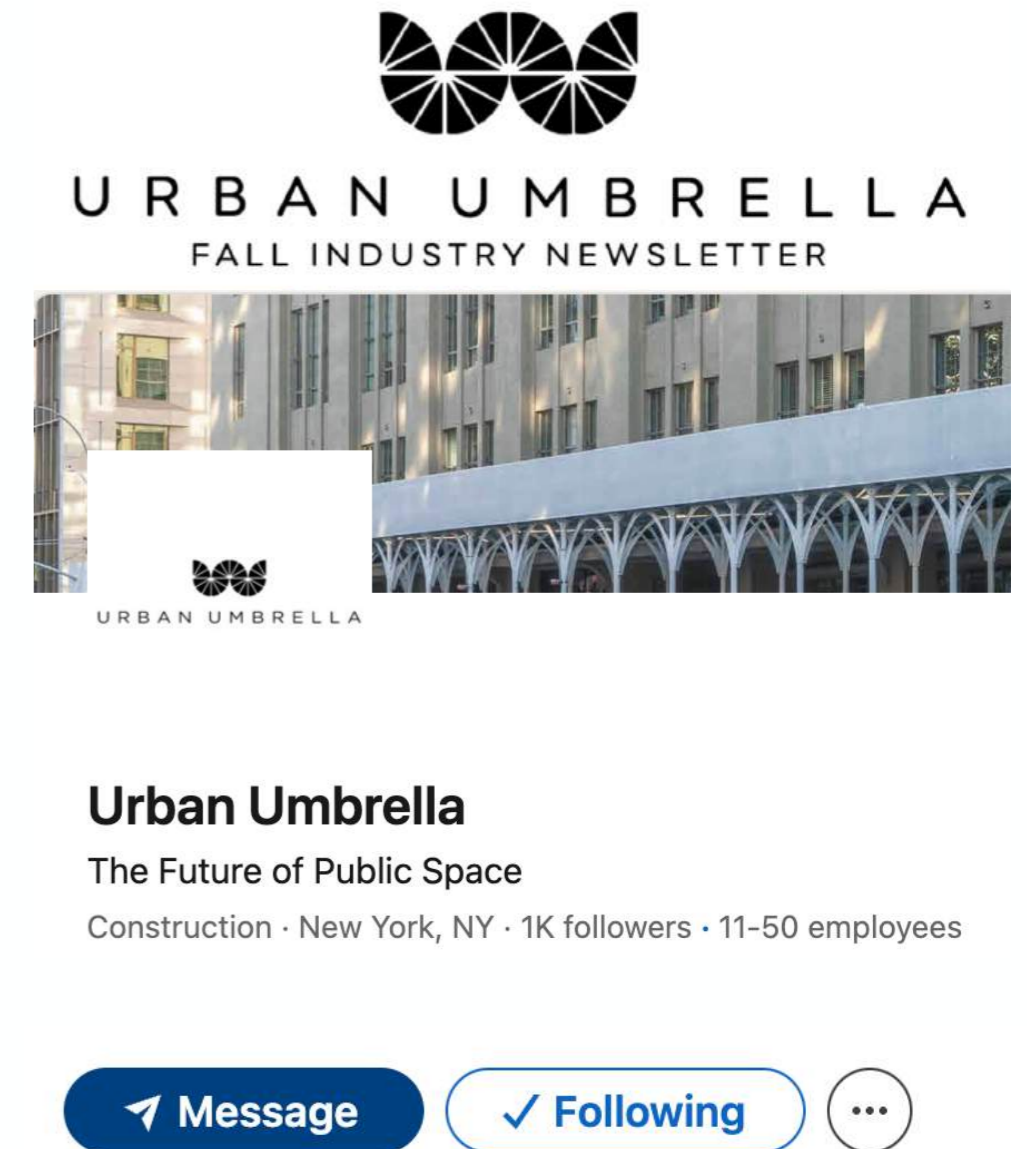


Urban Umbrella
Premium Scaffolding, Branding & Events
www.urbanumbrella.com

243 Posts 7,595 Followers 219 Following

@urban_umbrella

[Check out our LinkedIn](#)



URBAN UMBRELLA
FALL INDUSTRY NEWSLETTER

Urban Umbrella
The Future of Public Space
Construction · New York, NY · 1K followers · 11-50 employees

Message Following



NORDSTROM

5
COLUMBUS
CIRCLE

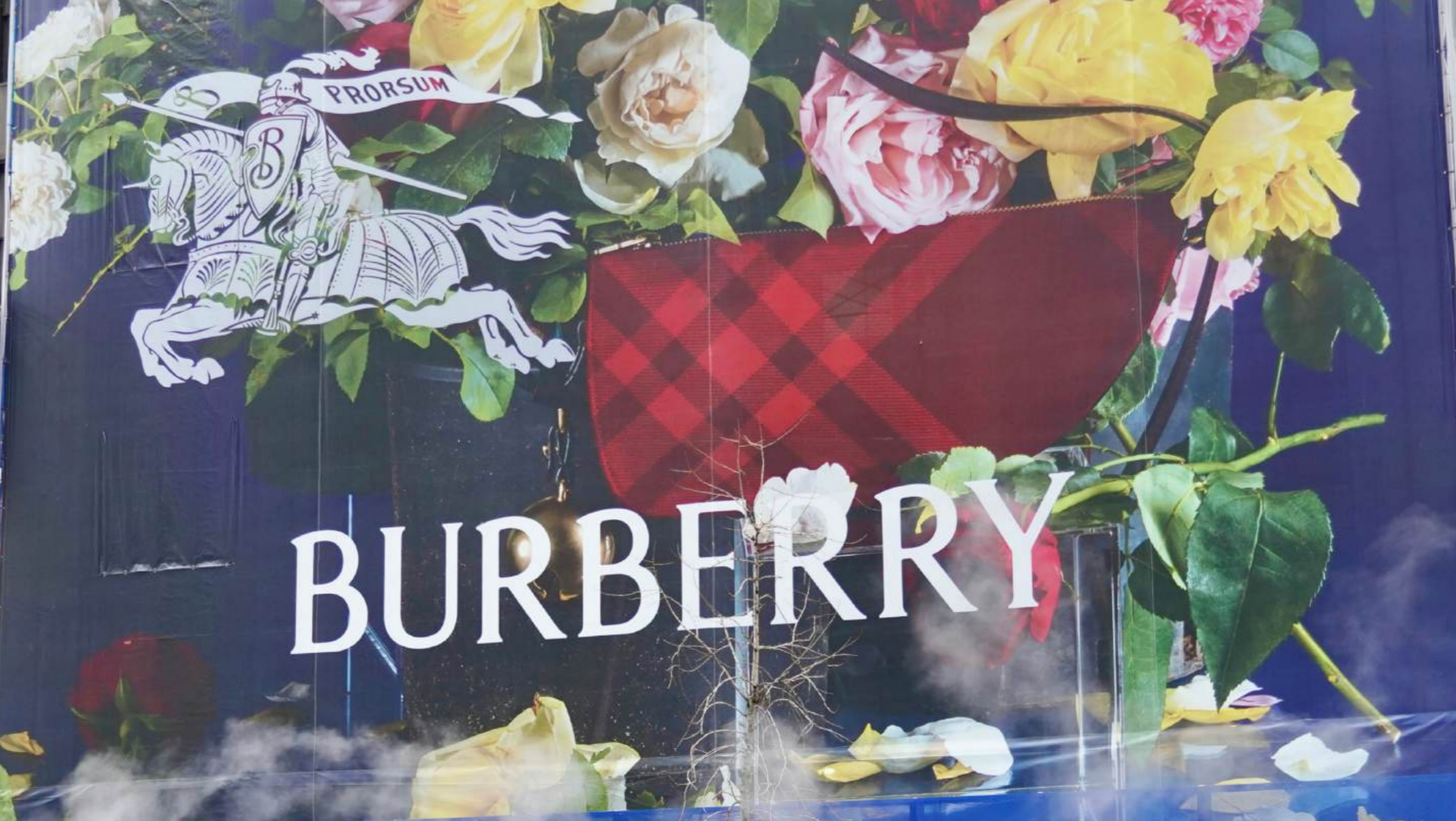
NORDSTROM

1790 BROADWAY, NORDSTROM, MIDTOWN, MANHATTAN, NYC

URBANUMBRELLA.COM



RENNERT
aliergalleries.com



BURBERRY

DAVID YURMAN

BURBERRY

BURBERRY

9 EAST 57TH STREET, BURBERRY FLAGSHIP, MIDTOWN EAST, MANHATTAN, NYC

URBANUMBRELLA.COM





TERMINAL ONE, JFK INTERNATIONAL AIRPORT, QUEENS, NYC

AN ENTIRELY
NEW JFK



AN ENTIRELY
NEW JFK

BRAND NEW,
STREAMLINED
ROADWAYS



A NEW
WORLD-CLASS
GATEWAY

AN ENTIRELY
NEW JFK

\$1
BILLION
STIMENT

APOLGOTES
FOR ANY PROJECT



URBANUMBRELLA.COM

G-21

The image shows the exterior of the Eataly building, a grand structure with classical architectural features like columns and arches. A white, semi-transparent sidewalk shed is installed over the entrance area. The shed is decorated with lush greenery, including branches with small white flowers and orange fruits. A large sign above the entrance reads "EATALY" in dark red, serif capital letters. Below the shed, there are yellow posters with the text "IL PATIO" and "EATALY". A person is walking on the sidewalk in front of the building. The scene is captured during the day with soft lighting.

EATALY

"We've been working with Urban Umbrella at multiple projects. They have exceeded our expectations! Their prompt, professional service and high-quality sidewalk shed installations make the entire process hassle-free. I highly recommend them for their commitment to safety and aesthetics."

- Lirdi Mexhitaj, Royal Concrete & Masonry

"Urban Umbrella is the ideal choice for prominent addresses and anchor buildings like ours. When your corner is THE corner, it pays to have smart, aesthetic, premium protection."

- Manhattan Building Owner



“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




111 West 57th Street

111w57.com

"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





“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



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



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.

1

