URBAN UMBRELLA™

The Future of Public Space

TAKING SCAFFOLDING INTO THE 21ST CENTURY

Urban Umbrella is the designer, patent holder, and fabricator of the only alternative scaffolding bridge on the market that is approved by The New York Department of Building. The unique product is the first design substitute for traditional scaffolding in over 50 years. In an International design competition with over 260 contestants, Mayor Michael Bloomberg and The DOB's Commissioner (Robert LiMandri) proclaimed Urban Umbrella the new exemplar of scaffolding for NYC. The Urban Umbrella design was chosen to help improve quality of life, reduce construction impacts on businesses, increase pedestrian safety, and increase available space for pedestrians on sidewalks.

URBAN UMBRELLA™
101 Park

URBAN UMBRELLA™
The Plaza Hotel

URBAN UMBRELLA™
Sales Video

URBAN UMBRELLA™
Production Video

URBAN UMBRELLA™
CBS Interview Video

URBAN UMBRELLA™
Louis Vuitton Video

URBAN UMBRELLA™
Ralph Lauren Video

URBAN UMBRELLA™
Drone Video

URBAN UMBRELLA™
Soho, NYC, Madison Avenue Video

URBAN UMBRELLA™
6th Avenue, NYC Video

URBAN UMBRELLA™
Yale Club Video

URBAN UMBRELLA™
Times Square Vide

VIDEOS

MORE FOR MORE

THE COMPARISON IS CLEAR

TRADITIONAL SCAFFOLDING

OFF THE SHELF ALUMINIUM & WOOD

$9 AVERAGE RENTAL PER/LF/MONTH

~~ADJUSTABLE HEIGHT~~
~~TRANSLUCENT ROOF~~
~~LED DESIGNER LIGHTING~~
~~NO CROSS-BRACING~~
~~WHITE FINISH~~
~~CUSTOM SIGNAGE OPTION~~
~~WHITE-GLOVE SERVICE~~

COMPETITION

URBAN UMBRELLA™

CUSTOM FABRICATED & LASER CUT STEEL

$33 AVERAGE RENTAL PER/LF/MONTH

14' ADJUSTABLE HEIGHT
TRANSLUCENT ROOF
LED DESIGNER LIGHTING
NO CROSS-BRACING
WHITE FINISH
CUSTOM SIGNAGE OPTION
WHITE-GLOVE SERVICE

Benjamin Krall
FOUNDER / CEO

Melissa Schwartz
COO

Craig Strawbridge
CFO

Matt Grainer
DIRECTOR OF FINANCE

Ashley Feldman
DIRECTOR OF OPERATIONS
& PROJECT MANAGEMENT

Josh Perez
FIELD SUPERVISOR

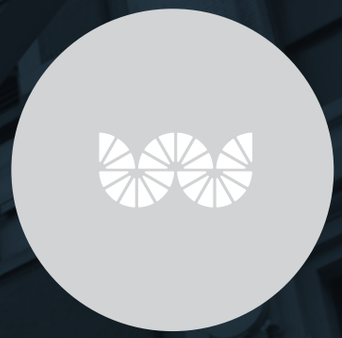
Aram Muraydan,Esq
GENERAL COUNSEL

Spencer Beattie
PRODUCT & BUSINESS DEVELOPMENT

Grahm Barnard
PRODUCT & DESIGN

Paul Defeo
ENGINEERING & PRODUCT

Luis Reyes
MAINTENANCE AND QUALITY CONTROL



Roberto Velazquez
FIELD OPERATIONS

Nicole Jodoin
CHIEF OF STAFF

Leanne Iverson
SENIOR PROJECT MANAGER

David Dick
HEAD OF FABRICATION

Erin Leonard
CONTROLLER

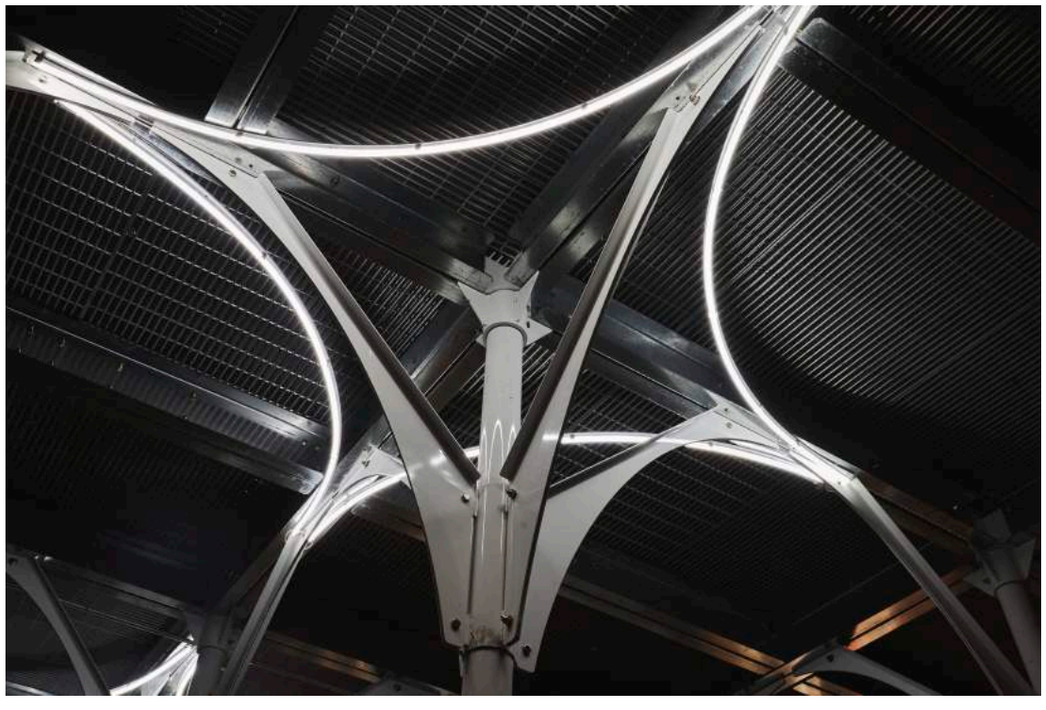
Eric Kass
FUNNEL : BESPOKE BRANDS

THE COMPARISON IS CLEAR

URBAN UMBRELLA™

PATENTED STRUCTURAL ROOFING SYSTEM

Urban Umbrella's proprietary translucent structural roofing system allows natural daylight to be distributed evenly over the course of the day. Made of crisp, clear polymer resin, the patented Urban Umbrella panels allow for 90% light transmission. This means sweeping skyward views, incredible amounts of sunlight and an airy feeling for pedestrians. Designed and tested for the most extreme environments and applications, the panels exhibit the highest performance of any engineered resin. The roof is contractor friendly, slip-free and balanced for working and pipe-scaffolding support.



THE COMPARISON IS CLEAR

URBAN UMBRELLA™

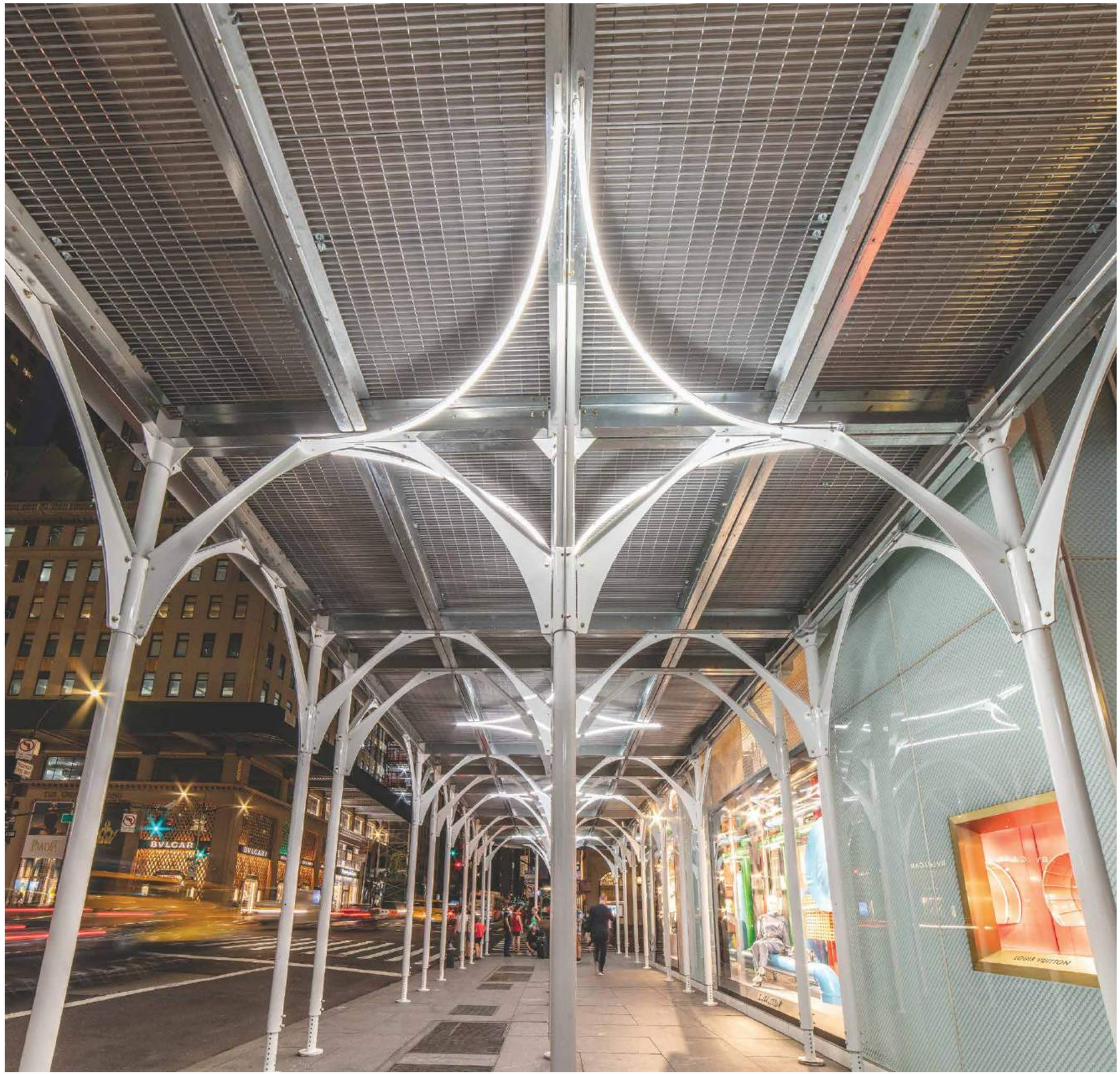
© Raffi DerHovanessian

THE COMPARISON IS CLEAR

URBAN UMBRELLA™

LED LIGHTING FOR ENHANCED VISIBILITY DURING CONSTRUCTION

Urban Umbrella's proprietary LED lighting system offers enhanced visibility during construction. Gleaming LED illumination gives Urban Umbrella unmistakable presence by day or night. With long life and low energy consumption, the arched lighting adds a distinctive elegant styling touch while creating a safer environment for pedestrians at night, illuminating a storefront, and deterring crime, squatting and loitering.



CARNEY'S
EST. 1927
FRESH BEER
I told my wife to embrace her mistakes.... She hugged me.
9TEN
Breakfast
Lunch Dinner
9TEN
BURGERS
FRIES
MILKSHAKES
SALADS
DAILY SOUPS
PANCAKES
WAFFLES

THE SHOPS AT THE PLAZA

THE SHOPS AT THE PLAZA

STRUCTURAL BENEFITS

Urban Umbrella qualifies as a New York City Heavy Duty Shed, with a capacity to sustain a 300psf dynamic impact load. The 300psf rating is the most stringent in North America, and thus the Urban Umbrella system is able to be deployed in all cities on the continent. Urban Umbrella is capable of supporting pipe scaffolding, is suitable for demolition work, complies with New York City's Local Law 11 regulations, and is appropriate for both new development work and facade restoration/maintenance scopes.

URBAN UMBRELLA™

Production Video

Revolutionary and elegantly designed, Urban Umbrella was engineered to protect urban sidewalks from falling construction debris. Made of high recycled steel and translucent plastic panels, the structure resembles a gracefully unfurling umbrella. With arching struts sweeping the structure upwards, the Urban Umbrella is modern and harmonious.

Urban Umbrella fabricates all of its products in-house, at its designated factory. The steel Urban Umbrella uses is superior to anything on the current scaffolding market. Made from both chemical and mechanical properties, the material is commonly produced to be used in the construction of storage tanks, bridges, buildings and other related structural uses.

SELECT CURRENT AND PAST CLIENTS

URBAN UMBRELLA™

W HOTELS

THE PLAZA NEW YORK

RALPH LAUREN

Gilbane

FirstService RESIDENTIAL

HALSTEAD REAL ESTATE

Marriott HOTELS · RESORTS · SUITES

SAVANNA

Sciame

MAGNUM REAL ESTATE GROUP

EXTELL

ABS PARTNERS REAL ESTATE, LLC

SINVIN COMMERCIAL REAL ESTATE & ADVISORY

Bizzi & Partners Development

DHS FRA CO

DouglasElliman EST. 1911 REAL ESTATE

westbank

IRONSTATE

Columbia Property Trust

GREYSTAR

PIZZAROTTI SINCE 1910

ROSETERRA MANAGEMENT

kalikow

Brown Harris Stevens

MKI

Charles H. Greenthal & Co.

GFP REAL ESTATE

SLATE PROPERTY GROUP

TF Cornerstone

KAUFMAN ORGANIZATION

CMA

Hines REAL ESTATE INVESTMENTS

PORTFOLIO

URBAN UMBRELLA™

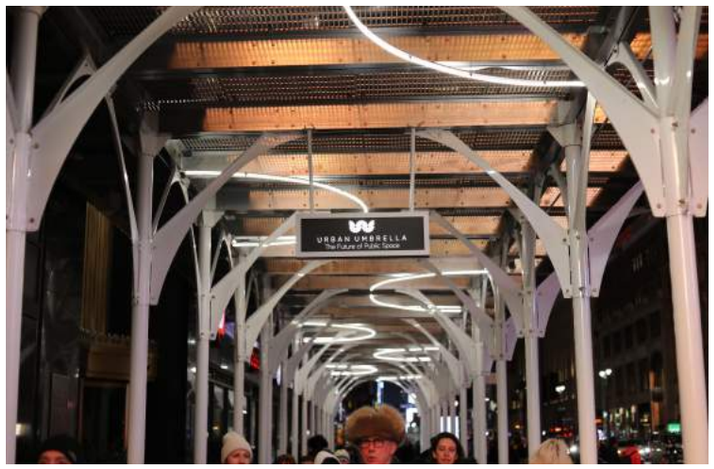
Click anywhere on page to view more.

URBAN UMBRELLA™

DESIGN FIRST

Urban Umbrella is the first scaffolding company to offer a full menu of Urban Design customizations. With Urban Umbrella you now are creating a marketing opportunity, not a burden. Work with our Marketing team to turn a construction project into a highly effective marketing opportunity.

CLICK FOR URBAN UMBRELLA'S DESIGN CATALOG



RALPH LAUREN

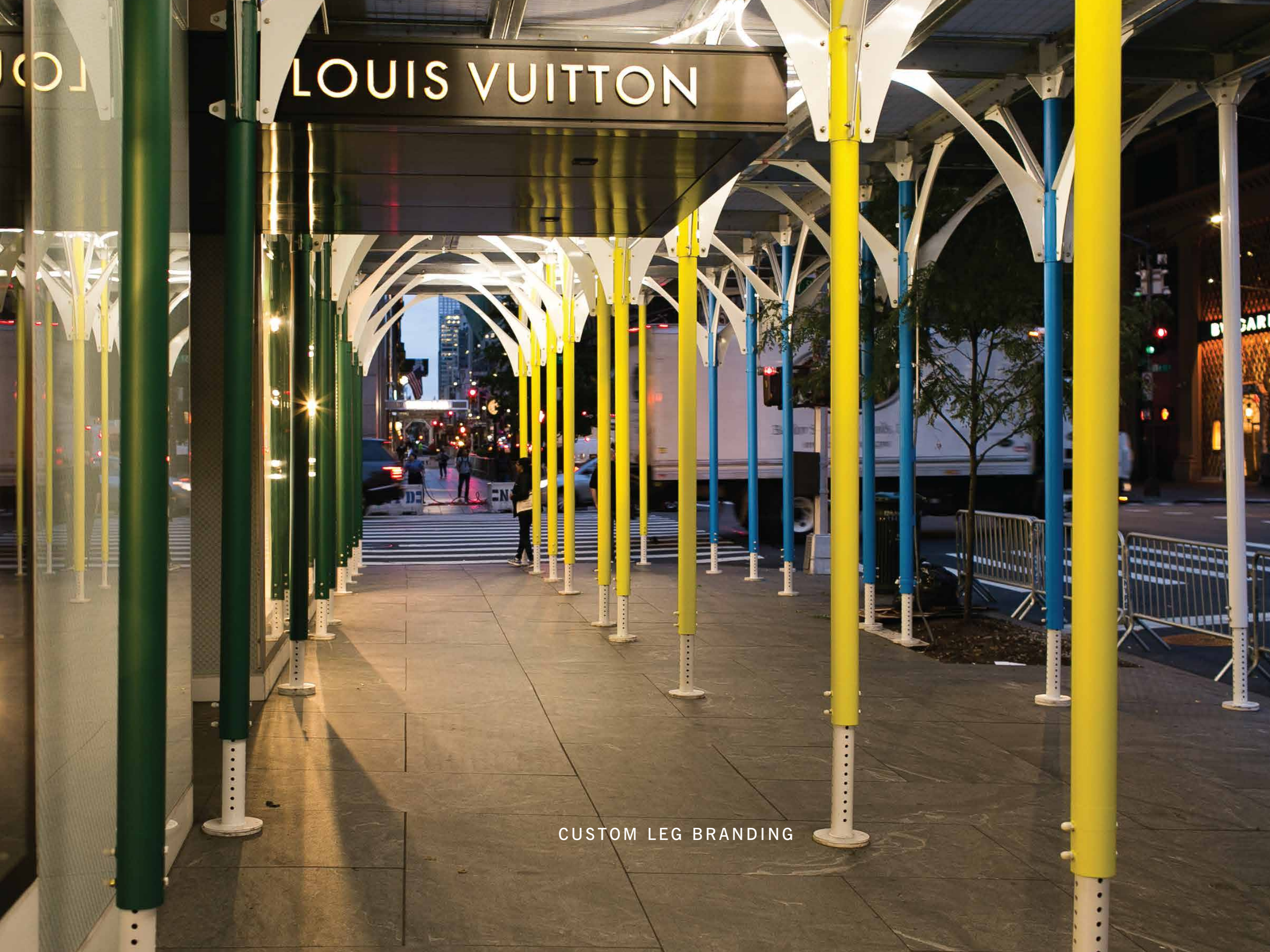
867

RALPH LAUREN

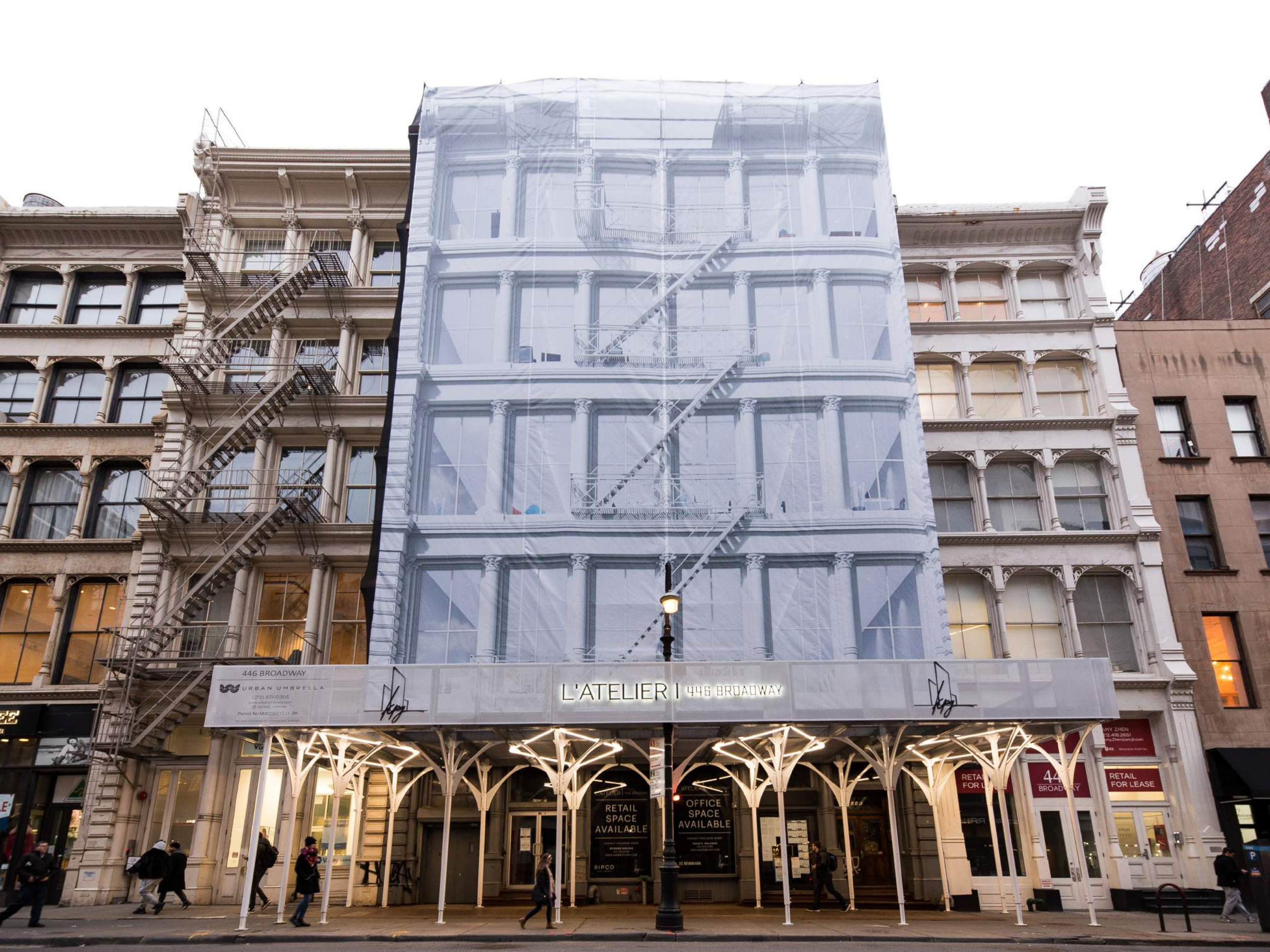
THE SHOPS AT
THE SHOPS AT THE PLAZA

THE Vitamin Shoppe
Astor Place Hairstylists
Lids
&pizza

101
PARK AVENUE
MetLife
ast 40th St
ONE



CUSTOM LEG BRANDING


446 BROADWAY
URBAN UMBRELLA
L'ATELIER | 446 BROADWAY
RETAIL SPACE AVAILABLE
OFFICE SPACE AVAILABLE
RETAIL FOR LEASE

565 BROOME STREET
URBAN UMBRELLA
(212) 651-0305
565 Broome SoHo

CUSTOM COLOR LED LIGHTING

URBAN UMBRELLA™
Our Lives,
Under Construction

URBAN UMBRELLA™
Who Says Building
Scaffolding Has to
Be Ugly?

URBAN UMBRELLA™
Workers Scrambling
To Put Up Scaffolding
Across NYC.

URBAN UMBRELLA™
White Scaffolding Sprouting
Up Across NYC In Attempt
To Beautify An Eyesore

URBAN UMBRELLA™
Tackling The Scourge
Of Sidewalk Sheds.

URBAN UMBRELLA™
L'Atelier Debuts Artistic
Safety Mesh on Building
During Renovation.

URBAN UMBRELLA™
Scaffolding Is About
To Get A Lot Less Ugly.

URBAN UMBRELLA™
There's Some Good
Looking Scaffolding
Coming To NYC. Seriously!

URBAN UMBRELLA™
Small Business Spotlight:
Urban Umbrella Offers
A New Alternative For
Sidewalk Scaffolding.

URBAN UMBRELLA™
The Ugly Scaffold
Industry Is About
To Be Disrupted.

URBAN UMBRELLA™
Co-ops and Condos
Warming Up to the
Arty Sidewalk Shed

URBAN UMBRELLA™
An Answer To Unsightly
Scaffolding Is Coming
To New York.

URBAN UMBRELLA™
Umbrella Clause:
New Scaffolding Firm
Aims To Turn Downtown's
Blight Into A Boon

URBAN UMBRELLA™
NYC Scaffolding Is
Getting An Upgrade.

URBAN UMBRELLA™
A Twist on Traditional
Scaffolding.

WHAT OUR CLIENTS ARE SAYING

"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 and 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)

"Without the use of Urban Umbrella at my Soho ground retail space, I would not have filled the vacant tenant as quickly as I did. Urban Umbrella saved me six figures. All my tenants appreciated the exposure it gave to their brand. I would recommend the use of Urban Umbrella for any building owner in New York City."

_Global Property Holdings LLC, 237 Lafayette Street, NYC

"It wouldn't have been good for the Marriott brand or for us to open with a green plywood shed in front."

_Mr. Chris Lewis (OTO Development)

"I was skeptical at first in 2018, Benjamin had to really convince me to pay the premium, my budget really didn't really allow me to spend more on scaffolding. After nine months of having an Urban Umbrella, I can honestly say it was one of the smarter decisions I have made as a building owner. I have retained all of my ground-floor tenants, I was covered by local press and praised by the local community board. I was considered a first mover in an industry that is difficult to innovate in. Benjamin and his entire team are first class, a great partner for years to come with my other buildings."

**_Building Owner,
135 West 29th Street, NYC**

"Urban Umbrella allowed us to keep our outdoor restaurant seating open during construction, otherwise who is eating dinner under traditional scaffolding?"

_Mr. Ignacio Mattos (Chef and Owner of Café Altro Paradiso)

"We don't have a choice but to provide our flagship tenant with the best scaffolding alternative on the market. We simply could not afford to lose the tenant or have their revenue impacted during construction."

_Ownership Group (Charles H Greenthal Management)

"We needed a premium solution (450 Seveth Avenue) for the duration of the restoration and, judging by the reaction we've received, it was well worth it."

_Kaufman Organization CEO Steve Kaufman

"During construction, Urban Umbrella has allowed us to keep our sales floor busy and sales consistent. We sell five motorcycles a day at our flagship NYC location,this number has not dipped since Urban Umbrella was installed. I believe that if we had a traditional scaffolding that sales would have dropped."

_Management at Ducati HQ, 155 AOA, NYC

"It looks like a work of art."

_Mr. Robert Finkelstein (ABS Partners Real Estate)

"The whole arrival sequence into the club (New York Yale Club) is very important, the brides for their wedding, taking grandma to her 90th birthday party. We knew it had to look good and it really does protect you from the rain which is what everyone in New York wants."

_Kevin Lichten, Architect Chair, New York Yale Club

"Working with the Urban Umbrella US & Canadian team has been a delight, they provided us the speed and efficiency we needed to complete the project for our client (W Hotel). An Urban Umbrella project manager was always on-site to answer our questions and keep the job running smoothly. We look forward to working with Urban Umbrella again on future projects in Canada."

_Bird Construction, Toronto W Hotel installation

"Ben and the Urban team were professional, efficient and gave us the white glove service we expected. The Urban team responds to emails within 20 minutes, always puts the client first and went above and beyond to make the installation a great experience for the Board, the tenants and most importantly, the ground-floor retailers. We would not be happier with the product and will fully support the use of Urban Umbrella throughout the Soho neighborhood."

_Mr. Brian Vickers, Board Member, 92 Greene Street

"SoHo is known for its incredible cast-iron building facades The Urban Umbrella opens up the sidewalk to improve the pedestrian experience, while the new mesh netting illustrates the restored façade and is a vast improvement over conventional scaffolding nettings. We hope it becomes the industry standard."

_Mark Dicus, Executive Director of the SoHo Broadway Initiative

"At KPG Funds, we put design and safety at the forefront of everything we do, so we are delighted to pilot Urban Umbrella's new product (façade netting) at L'Atelier at 446 Broadway, L'Atelier is a special building and we wanted to do something that would also look nice for the community during our construction. We are happily paying a bit more to give our neighbors a better visual experience and to push the design envelope with this stunning combination of textile craftsmanship and construction safety."

_Greg Kraut, Co-Founder and CEO at KGP Funds

"Urban Umbrella allowed us to keep our outdoor restaurant seating open during construction, otherwise who is eating dinner under traditional scaffolding?"

_Mr. Ignacio Mattos (Chef and Owner of Café Altro Paradiso)

"Our building has been covered in scaffolding for the past five years. The building's poor condition will require scaffolding for potentially the next five years... The solution was either move locations or install an Urban Umbrella. We decided to install an Urban Umbrella because our customers know our location and moving is expensive. We hope to use Urban Umbrella as a means to attract more customers and promote our brand."

_Management at Adorama Electronics Store, 42 West 18th Street, NYC

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The Future of Public Space