
URBANA
LUXURY FIREPLACES


PROUDLY BUILT IN THE
PACIFIC NORTHWEST



- Painted Steel Liner
- Signature Birch Log Set
- Glass Bezel



- Painted Steel Liner
- Signature Traditional Log Set
- Glass Bezel



- Painted Steel Liner
- Clear Glass Media
- Adjustable LED Lighting

U30

Floating Install Kit

Painted Steel Liner

NEW Signature Birch Log Set

Glass Size:
FRONT: 19"h x 30"w

Viewing Size:
FRONT: 17"h x 30"w

U30S

Fluted Liner

Steel Bezel

Driftwood Log Set

Glass Size:
FRONT: 19"h x 30"w

Screen Size:
FRONT: 17"h x 30"w

SCREENED EDITION

- Painted Steel Liner
- Glass Bezel
- Driftwood Log Set



- Fluted Liner
- Steel Bezel
- Driftwood Log Set



- Infinity Glass Liner
- Glass Bezel
- Driftwood Log Set



U30

Infinity Effect Combination
- Infinity Glass Liner
- Black Glass Media
- Glass Bezel

Glass Size:
FRONT: 19”h x 30”w

Viewing Size:
FRONT: 17”h x 30”w

- Painted Steel Liner
- Clear Glass Media
- Adjustable LED Lighting



- Fluted Liner
- Glass Media
- Glass Bezel



- Infinity Glass Liner
- Glass Media
- Glass Bezel





- Painted Steel Liner
- Clear Glass Media
- Adjustable LED Lighting



- Fluted Liner
- Glass Media
- Glass Bezel



- Infinity Glass Liner
- Glass Media
- Glass Bezel

U30T

Painted Steel Liner
NEW Signature Traditional Log Set
Painted Steel Bezel
Shale
Glass Size:
FRONT: 26"h x 30"w
Viewing Size:
FRONT: 24"h x 30"w

TALL EDITION

U50

Right Corner Install
Painted Steel Liner
Glass Bezel
Shale
NEW Signature Traditional Log Set
Glass Size:
FRONT: 19”h x 50”w
Viewing Size:
FRONT: 17”h x 50”w

- Painted Steel Liner
- Shale
- Signature Birch Log Set



- Painted Steel Liner
- Shale
- Signature Traditional Log Set



- Infinity Glass Liner
- Glass Bezel
- River Rock Set w/Twigs





- Painted Steel Liner
- Vermiculite
- Glass Bezel



- Fluted Liner
- Vermiculite
- Glass Bezel



- Infinity Glass Liner
- Vermiculite
- Glass Bezel

U50S

Fluted Liner

Steel Bezel

Driftwood Log Set

Glass Size:
FRONT: 19"h x 50"w

Screen Size:
FRONT: 17"h x 50"w

SCREENED EDITION

U50

Painted Steel Liner

Glass Bezel

Driftwood Log Set

Glass Size:
FRONT: 19”h x 50”w

Viewing Size:
FRONT: 17”h x 50”w

- Painted Steel Liner
- Glass Bezel
- Driftwood Log Set



- Fluted Liner
- Glass Bezel
- Driftwood Log Set



- Infinity Glass Liner
- Glass Bezel
- Driftwood Log Set





- Painted Steel Liner
- Vermiculite
- Glass Bezel



- Fluted Liner
- Vermiculite
- Glass Bezel



- Infinity Glass Liner
- Vermiculite
- Glass Bezel

U50T

Left Corner Install
Painted Steel Liner
Glass Bezel
Shale
NEW Signature Birch Log Set
Glass Size:
FRONT: 26"h x 50"w
Viewing Size:
FRONT: 24"h x 50"w

TALL EDITION

U70S

Fluted Liner
Painted Steel Bezel
Driftwood Log Set

Glass Size:
FRONT: 19"h x 70"w

Screen Size:
FRONT: 17"h x 70"w

SCREENED EDITION

- Painted Steel Liner
- Glass Bezel
- Driftwood Log Set



- Fluted Liner
- Painted Steel Bezel
- Driftwood Log Set



- Infinity Glass Liner
- Glass Bezel
- Driftwood Log Set





- Painted Steel Liner
- Steel Bezel
- Signature Birch Log Set



- Painted Steel Liner
- Steel Bezel
- Signature Traditional Log Set



- Painted Steel Liner
- Clear Glass Media
- Adjustable LED Lighting

U70

Left Corner Install

Painted Steel Liner

Glass Bezel

NEW Signature Birch Log Set

Glass Size:
FRONT: 19"h x 30"w

Viewing Size:
FRONT: 17"h x 30"w

U70

Infinity Glass Liner
Adjustable LED Lighting
Clear Glass Media
Driftwood Log Set
Glass Size:
FRONT: 19”h x 70”w
Viewing Size:
FRONT: 17”h x 70”w

- Painted Steel Liner
- Glass Bezel
- Driftwood Log Set



- Fluted Liner
- Steel Bezel
- Driftwood Log Set



- Infinity Glass Liner
- Glass Bezel
- Driftwood Log Set





- Painted Steel Liner
- Adjustable LED Lighting
- Clear Glass Media



- Fluted Liner
- Steel Bezel
- Vermiculite



- Infinity Glass Liner
- Black Glass Media

U70T

Painted Steel Liner

Glass Bezel

NEW Signature Traditional Log Set

Glass Size:
FRONT: 26"h x 70"w

Viewing Size:
FRONT: 24"h x 70"w

TALL EDITION



U50 – Flush Install, Signature Traditional Log Set, Painted Steel Liner



U50 –Signature Birch Log Set, Painted Steel Liner



U70 – Signature Traditional Log Set, Painted Steel Liner



U50 – Driftwood Log Set, Fluted Liner, Steel Bezel



U70 – Glass Media, Infinity Glass Liner



U70 Tall – Driftwood Log Set, Fluted Liner

THE URBANA ADVANTAGE U30 | U50 | U70



COOL WALL

Fireplaces can be framed in with combustible materials such as drywall, veneer, shiplap, etc.



3D STAINLESS STEEL BURNER

A stunning new three dimensional fireplace design that adds a “wow” factor to your flame.



INVISISEAL SYSTEM *Patent Pending*

The interior glass panes seal to each other using our proprietary Invisiseal System. Invisiseal uses formed silicone for a no-mess, airtight and re-usable glass seal.



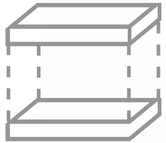
DOUBLE GLASS OR SCREEN

Urbana fireplaces use either a second layer of glass for hot surface protection or alternatively a single layer combined with a removable invisimesh safety screen.



TOP FIREBOX LIGHTING

Adjustable top lights come standard on all Urbana fireplaces and are controlled via an included remote.



NO STEEL PILLARS

Don’t like steel bars? Our bay fireplaces are available with a transparent glass-to-glass construction that lets you enjoy the fire from any angle.



COOL SURFACE SYSTEM

Our Cool Surface System helps channel rising heat within the chase, protecting wall mounted valuables such as paintings or HDTVs.



FIREBOX MEDIA

A large selection of burner media and firebox liners give Urbana units plenty of variation in their flame presentation.

BAY FIREPLACE

By design, the U30, U50, and U70 are built to be installed as three sided Bay Fireplaces, with two methods of hot surface protection. Our dual paned models feature two layers of glass, with airflow in the gap to channel heat away from the outer glass. Alternatively, "Screened" versions trade in the Whisper Flow fans and outer glass for an invisimesh safety screen. Both offer a modern aesthetic and innovative presentation to craft the perfect centerpiece for your home.





SINGLE SIDED INSTALLATION

The U50 and U70 units can be installed flush with the wall using a Single Sided Installation Kit. This option gives the fireplace a traditional linear appearance while retaining its impressively tall *Cool Touch Glass*.



CORNER INSTALLATION

An Urbana Fireplace can be installed in a corner using a left or right corner install kit. All bay units can be easily converted for either corner giving you more creative freedom to design your perfect living room. Please see the part number breakdown to identify the corner kit you need for your install.

FLOATING INSTALLATION

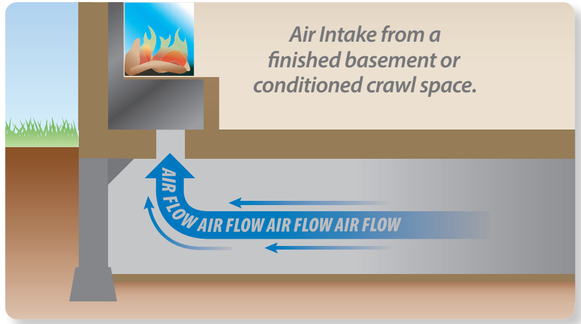
The U30 unit can be installed as a floating design using the Floating Installation Kit. This installation kit gives you more creative freedom with your fireplace to suit your unique vision. This suspended design is built to be a focal point within your home, while providing the cozy and homelike atmosphere that you expect from your hearth product.



U30 | U50 | U70
VENTING SOLUTIONS

Every Urbana fireplace is designed with our COOL SURFACE SYSTEM which allows air coming into the fireplace to be heated and rise up safely within the chase, protecting wall mounted valuables from unsafe temperatures. This gives you the freedom to decorate your room without the worry of heat damage over the long term. Rising heat exits the top of an open chase; however, we have additional venting options if you wish to frame the chase all the way up to the ceiling.

Bottom intake not required for "Screened" bay units.



HIDDEN INTAKE CONSTRUCTION — URBANA EXCLUSIVE

Where approved by local codes and the building's HVAC supplier, the chase intake air may be supplied from a basement or conditioned crawl space below if no visible open area is desired at the bottom of the chase.



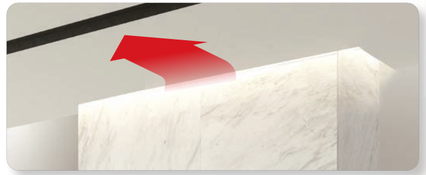
SHADOW LINE

Fans pull air into the unit through a gap beneath the fireplace's "plinth" or "lower construction".



FLOOR VENTS

The "plinth" or "lower construction" is finished to the floor and optional floor vents are installed on the left and right sides to allow for air intake.



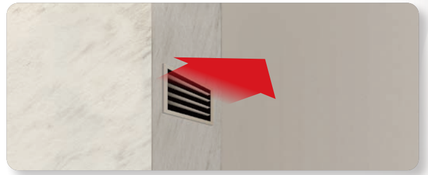
TOP SHADOW LINE

The chase is constructed leaving an open gap at the ceiling allowing rising heat to freely enter the room.



FORWARD FACING VENT

Optionally, you can channel the rising heat through a forward facing vent with a paintable bezel.



SIDE VENTS

Side vents are also available and operate by exiting hot air out the left and right sides of the chase.

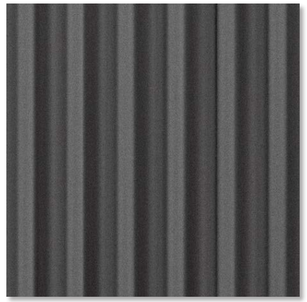


HDTV SAFE

HDTV's are able to be wall mounted as low as 4" from the top of the glass.

Aesthetic Features U30 - U50 - U70

Fluted Liner



Painted Steel Liner



Infinity Black Glass Liner



L/R Corner Install Kit



Linear Installation



Bezel - Black Glass



Signature Traditional Log Set - NEW



Signature Birch Log Set - NEW



Driftwood Log Set



Glass Media



River Rock Set



Adjustable LED Lighting



TRADITIONAL GAS FIREPLACES

Introducing the U37 and U44 traditional gas fireplaces. These models feature clean, contemporary aesthetics and a wide variety of options allowing you to truly personalize the centerpiece of your room. Offered in a well-known square or eye-catching arched configuration, the U37/U44 can be customized to fit any design. Pair the unit with a traditional log set or a modern glass configuration. No matter what you are looking for, the U37/U44 delivers.



U44 Gas Fireplace, Dark Umber Herringbone Liner, Birch Log Set



- Traditional Log Set
- Black Glass Liner



- Birch Log Set
- Black Glass Liner



- Traditional Log Set
- Herringbone Liner – Sandstone



- Birch Log Set
- Herringbone Liner – Dark Umber

U55

Painted Steel Liner
Traditional Log Set

Glass Size: 42"h x 52"w

U55

Sandstone Herringbone Liner
Birch Log Set

Glass Size: 42"h x 52"w





- Traditional Log Set
- Painted Liner



- Birch Log Set
- Painted Liner



- Traditional Log Set
- Brick Liner



- Birch Log Set
- Brick Liner



- Traditional Log Set
- Painted Steel Liner



- Birch Log Set
- Painted Steel Liner



- Traditional Log Set
- Rustic Brick Liner



- Birch Log Set
- Rustic Brick Liner

U55

Black Glass Liner
Birch Log Set

Glass Size: 42"h x 52"w

U33

Single Side Install

Black Enameled Liner

Birch Log Set

Glass Size: 34"h x 31"w

SINGLE SIDED

SHALLOW 19" INSTALL



- Birch Log Set
- Rustic Brick Liner



- Birch Log Set
- Black Glass Liner



- Birch Log Set
- Fluted Liner



- Birch Log Set
- See-Through Installation Kit



- Traditional Log Set
- Rustic Brick Liner



- Traditional Log Set
- Black Glass Liner



- Traditional Log Set
- Fluted Liner



- Traditional Log Set
- See-Through Installation Kit

U33

See-Through Installation Kit

Traditional Log Set

Glass Size: 34"h x 31"w

SEE THROUGH

SHALLOW 19" INSTALL

U33T

See-Through Installation Kit

Birch Log Set

Painted Steel Side Liners

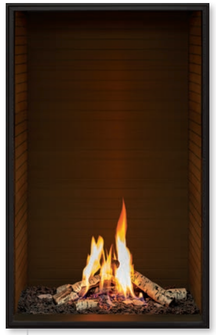
Glass Size: 60"h x 31"w

TALL EDITION

SEE THROUGH

SHALLOW 19" INSTALL





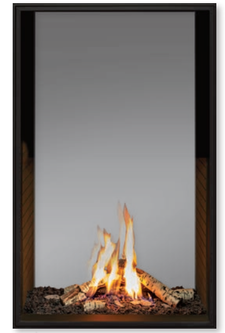
- Birch Log Set
- Fluted Liner



- Birch Log Set
- Black Glass Liner



- Birch Log Set
- Fluted Liner



- Birch Log Set
- See-Through Installation Kit



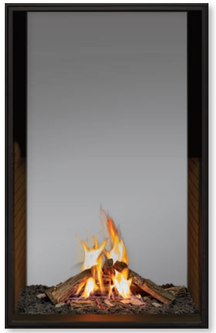
- Traditional Log Set
- Fluted Liner



- Traditional Log Set
- Black Glass Liner



- Traditional Log Set
- Fluted Liner



- Traditional Log Set
- See-Through Installation Kit

U33T

Single Sided Install

Traditional Log Set

Fluted Liner

Glass Size: 60"h x 31"w

TALL EDITION

SINGLE SIDED

SHALLOW 19" INSTALL

U37

Black Enameled Liner
Birch Log Set
Glass Size: 30"h x 35"w



- Traditional Log Set
- Black Enameled Steel Liner



- Black Glass Media
- Black Enameled Steel Liner



- Driftwood Log Set
- Black Enameled Steel Liner



- River Rock Set w/Twigs
- Black Enameled Steel Liner



- Traditional Log Set
- Ledgestone Liner



- Birch Log Set
- Ledgestone Liner



- Traditional Log Set
- Herringbone Liner - Sandstone



- Birch Log Set
- Herringbone Liner - Dark Umber

U37

Arch Fireplace
Traditional Log Set
Ledgestone Liner
Glass Size: 30"h x 35"w

ARCH OPENING

U37

Rustic Brick Liner
Birch Log Set
Forgeworks Face
Glass Size: 30"h x 35"w



- Traditional Log Set
- Rustic Brick Liner



- Birch Log Set
- Rustic Brick Liner



- Traditional Log Set
- Painted Black Steel Liner



- Birch Log Set
- Painted Black Steel Liner



- Traditional Log Set
- Black Enameled Steel Liner



- Glass Media
- Black Enameled Steel Liner



- Driftwood Log Set
- Black Enameled Steel Liner



- River Rock Set w/Twigs
- Black Enameled Steel Liner

U44

Black Enameled Liner
Birch Log Set

Glass Size: 36"h x 42"w

U44

Dark Umber Herringbone Liner
Traditional Log Set

Glass Size: 36"h x 42"w



- Traditional Log Set
- Ledgestone Liner



- Birch Log Set
- Ledgestone Liner



- Traditional Log Set
- Herringbone Liner – Dark Umber



- Birch Log Set
- Herringbone Liner – Sandstone



- Traditional Log Set
- Rustic Brick Liner



- Birch Log Set
- Rustic Brick Liner



- Traditional Log Set
- Painted Steel Liner



- Birch Log Set
- Painted Steel Liner

U44

Sandstone Herringbone Liner
Birch Log Set

Glass Size: 36"h x 42"w

U44 Outdoor

Sandstone Herringbone Liner
Traditional Log Set

Glass Size: 36"h x 41"w



- Traditional Log Set
- Painted Steel Liner



- Birch Log Set
- Ledgestone Liner



- Traditional Log Set
- Rustic Brick Liner



- Birch Log Set
- Rustic Brick Liner



- Traditional Log Set
- Herringbone Liner – Dark Umber



- Birch Log Set
- Herringbone Liner – Dark Umber



- Traditional Log Set
- Stainless Steel Liner



- Birch Log Set
- Black Enameled Steel Liner

U44 Outdoor

Ledgestone Liner

Birch Log Set

Glass Size: 36"h x 41"w



U44 – Traditional Log Set, Sandstone Herringbone Liner



U44 – Driftwood Log Set, Black Enameled Liner



U44 – Birch Log Set, Ledgestone Liner



U37 – Traditional Log Set, Rustic Brick Liner



U37 – Birch Log Set, Rustic Brick Liner



U44 – Traditional Log Set, Black Glass Liner



U44 – River Rock Set w/Twigs, Black Enameled Liner

Aesthetic Features U33 - U33T - U37 - U44 - U55

Rustic Brick Liner



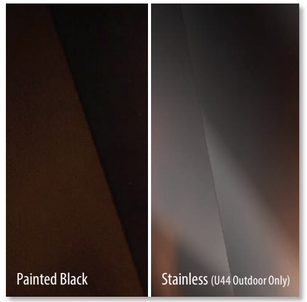
U33, U37, U44, U44 Outdoor, U55

Ledgestone Liner



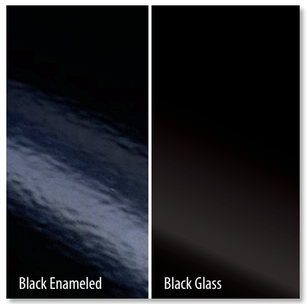
U37, U44, U44 Outdoor

Steel Liners



U33, U33T, U37, U44, U44 Outdoor, U55

Reflective Liners - TWO OPTIONS



U33, U33T, U37, U44, U44 Outdoor (Black Enameled Only) , U55

Fluted Liner



U33 & U33T (INCLUDED)

Herringbone Liner



U37, U44, U44 Outdoor, U55

Traditional Log Set



U33, U33T, U37, U44, U44 Outdoor, U55

Birch Log Set



U33, U33T, U37, U44, U44 Outdoor, U55

Driftwood Log Set



U37 & U44

River Rock Set w/Twigs



U37 & U44

Glass Media



U37 & U44

Shale



U37 & U44

Specifications

	U30 | U30 S | U30 T	U50 | U50 S | U50 T	U70 | U70 S | U70 T	U33 | U33 T	U37	U44 | U44 O	U55
BTU Max. Input NG / LP	22,500 BTUs	38,000 BTUs	52,500 BTUs	40,000 BTUs	47,000 BTUs	63,000 BTUs	75,000 BTUs
P4 Efficiency	65.9% 65.9% Tall 63.6% Screen	68.5% 68.5% Tall 61% Screen	59.2% 59.2% Tall 62.5% Screen	TBA	36.6% 46.6%†	37.6% 47.6%†	39% XX%†
Turn Down	Up to 33%	Up to 33%	Up to 33%	Up to 33%	Up to 33%	Up to 33%	Up to 33%
Valve Configuration	IPI	IPI	IPI	IPI	IPI	IPI	IPI
Venting	4" x 6 ⅝"	5" x 8"	5" x 8"	5" x 8"	5" x 8"	5" x 8" or 8" x 11"	8" x 11"
Flex Venting	Up to 40'	Up to 40'	Up to 40'	TBA	N/A	N/A	N/A
Average Weight (Including liner and media)	255 lbs	355 lbs	500 lbs	200 lbs 300 lbs U33 T	400 lbs	489 lbs	525 lbs
Viewing Area	1042 in² 1,440 in² Tall	1,390 in² 1,920 in² Tall	1,737 in² 2,400 in² Tall	1,062½ in² 1,875 in² Tall	1,112 in²	1,586 in² 1,476 in² Outdoor	2,463¾ in²
Glass Dimensions *Safety Screen replaces outer glass on screened units*	H 19¾" 26⅜" Tall W 30" D 15"	H 19¾" 26⅜" Tall W 50" D 15"	H 19¾" 26⅜" Tall W 70" D 15"	H 34" 60" Tall W 35³⁄₁₆" H 30⁵⁄₁₆" W 35³⁄₁₆"		H 36⁵⁄₁₆" W 42³⁄₁₆"	H 42" W 52"
Unit Dimensions	H 40" 46⅜" Tall W 30¾" D 21"	H 47" 53⅜" Tall W 50¾" D 21"	H 47" 53⅜" Tall W 70¾" D 21"	H 44" 62" Tall W 41" D 19" H 44½" W 46¼" D 24¼"		H 50½" 47½" Out W 53½" 45" Out D 27½" 21¼" Out	H 60" W 63⅜" D 28½"

**See owner's manual for detailed fireplace specifications.*

† Based on in-house testing using 5"/8" vent

U30/U50/U70

DESIGN FEATURES

- Left/Right Corner Installation Kits
- Single Sided Installation Kit
  Not applicable with screened units
- Top Firebox Lighting
- Ventilated Chase Design
- 3D Stainless Steel Burner
- Optional LP Conversion Kit
- Cool Surface System
- Optional LP Conversion Kit
- Power Vent Compatible
  (Approved for Duravent CVS 5"/3")
- Optional Bezels
  (Black Glass, Antique Rust)
- Optional Chase Comfort Kit
- Floating Installation Compatible (U30)

FIREBOX MEDIA

- Driftwood Log Set
- Signature Traditional Log Set
- Signature Birch Log Set
- River Rock Set w/Twigs
- Adjustable Color LED Lighting
- Glass Media
- Vermiculite
- Bezel w/Glass or Vermiculite
- Shale

LINER OPTIONS

- Painted Steel Liner (Included)
- Fluted Liner
- Infinity Glass Liner - Black

U33/U37/U44/U55

DESIGN FEATURES

- Clean Face Design
- IPI Pilot System
- Optional LP Conversion Kit
- Top Firebox Lighting
- ClearView Safety Screen
- Stainless Steel Burner
- Cool Surface System
- Power Vent Compatible
- Optional Chase Comfort Kit
- Optional Arched Install (U37/U44 Only)
- See -Through Installation Kit (U33/U33T Only)

OPTIONAL FACE

- Forgeworks Face (U37/U44 Only)

FIREBOX MEDIA

- Driftwood Log Set (U37/U44 Only)
- Birch Log Set
- Traditional Log Set
- River Rock Set w/Twigs (U37/U44 Only)
- Glass Media (U37/U44 Only)
- Shale

LINER OPTIONS

- Painted Steel Liner (U37/U44/U55 Included)
- Rustic Brick Liner (N/A U33/U33T)
- Ledgestone Liner (U37/U44 Only)
- Fluted Liner (U33/U33T Included)
- Herringbone (Sandstone) Liner
  (N/A U33/U33T)
- Herringbone (Umber) Liner
  (N/A U33/U33T)
- Black Enameled Steel Liner
  (U37/U44 Only)
- Black Glass Liner
- Stainless Steel Liner (U44 Outdoor Only)

COMPATIBLE WITH MOST FINISHES

The low heat nature of Urbana fireplaces allow you to use a large variety of combustible finishes during framing. Here are some examples.

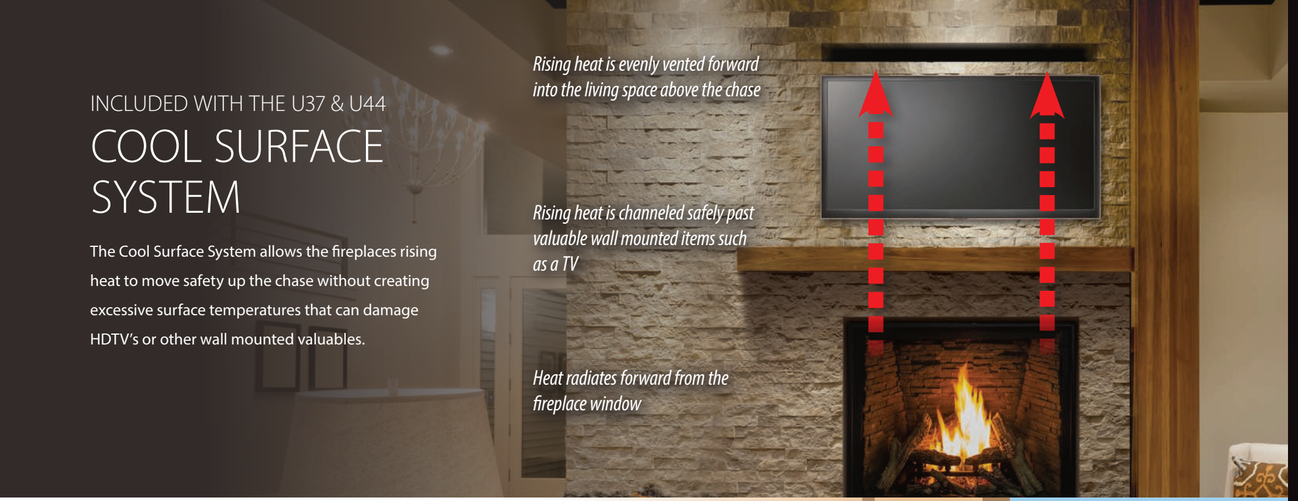


Wallpaper | Drywall | Shiplap | Tile | Fabric | Wood | Imitation Stone | Marble

INCLUDED WITH THE U37 & U44

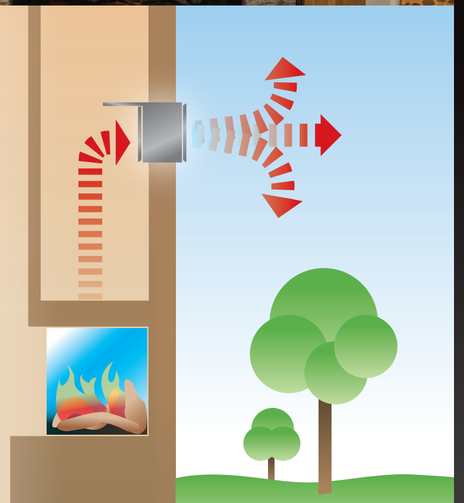
COOL SURFACE SYSTEM

The Cool Surface System allows the fireplaces rising heat to move safety up the chase without creating excessive surface temperatures that can damage HDTV's or other wall mounted valuables.



COMFORT KIT

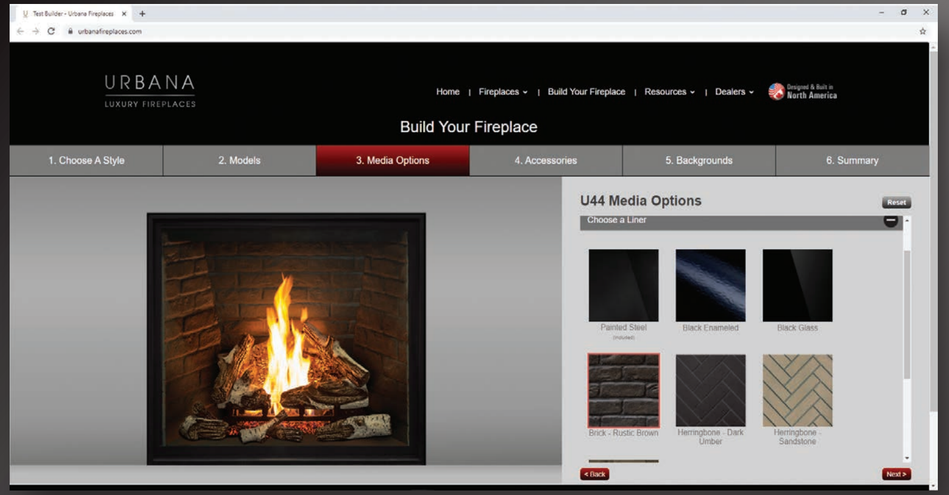
Our available Comfort Kit is an installation option that allows excess rising heat to be channeled outside through an exterior wall behind the fireplace. This setup allows you and your loved ones to enjoy a beautiful flame at comfortable temperatures.



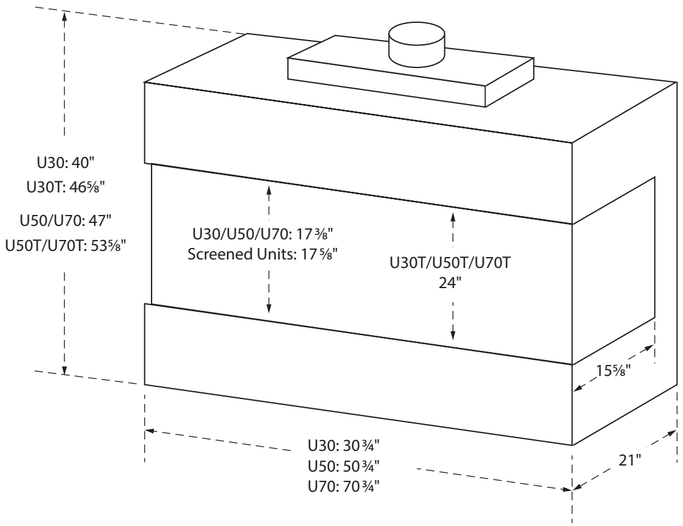
BUILD YOUR FIREPLACE

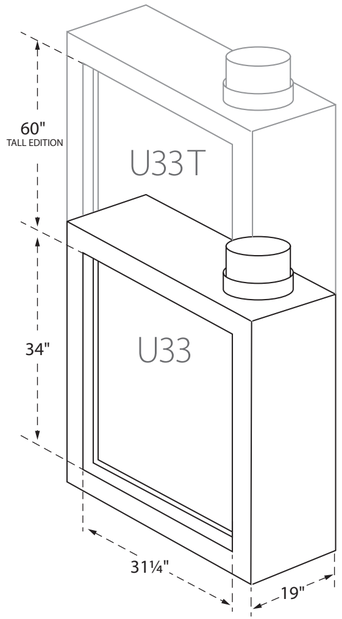
Find the ideal combination of logs and liners with the Urbana Fireplace Builder. This tool includes the ability for customers to receive a PDF of their fireplace as well as provide a list of authorized dealers in their area.

Visit urbanafireplaces.com/fireplace-builder to build your dream fireplace today

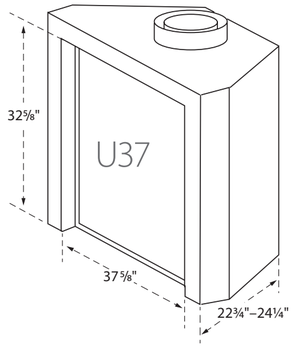


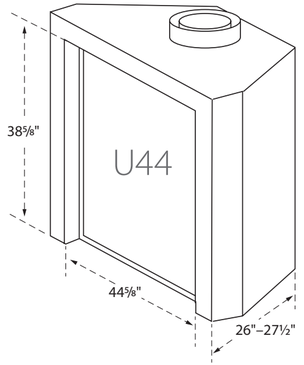
UNIT DIMENSIONS

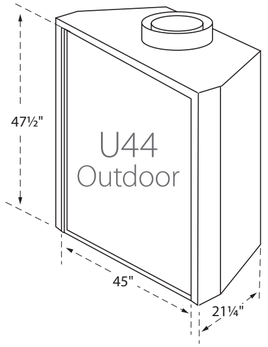


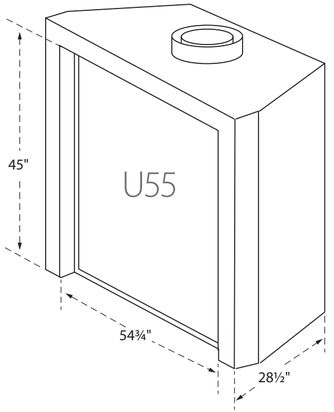


Note: U30/U50/U70 dimensions also apply to screened editions unless indicated different.









Full Install Details
Available online

Venting, Clearances, Install guides and more are available on our website. Please scan the above QR code for these guides and more detailed information.



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