





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



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



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





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

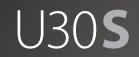


- Fluted Liner
- Glass Media
- Glass Bezel



- Infinity Glass Liner
- Glass Media
- Glass Bezel





Fluted Liner

Steel Bezel

Driftwood Log Set

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

Screen Size: FRONT: 17"h x 30"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
- Clear Glass Media
- Adjustable LED Lighting



- Fluted Liner
- Glass Media
- Glass Bezel



- Infinity Glass Liner
- Glass Media
- Glass Bezel





- 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
- 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





- Painted Steel Liner
- Vermiculite
- Glass Bezel



- Fluted Liner
- Vermiculite
- Glass Bezel



- Infinity Glass Liner
- Vermiculite
- Glass Bezel





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



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



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





- 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
- Adjustable LED Lighting
- Clear Glass Media



- Fluted Liner
- Painted Steel Bezel
- Vermiculite

- Infinity Glass Liner
- Black Glass Media





THE URBANA ADVANTAGE U30 | U50 | U70



COOL WALL

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



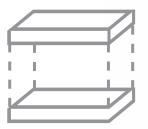
TOP FIREBOX LIGHTING

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



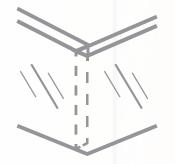
3D STAINLESS STEEL BURNER

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



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.



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.



S COOL SURFACE SYSTEM

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



DOUBLE GLASS OR SCREEN

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



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 double
glass 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.







FLOATING INSTALLATION

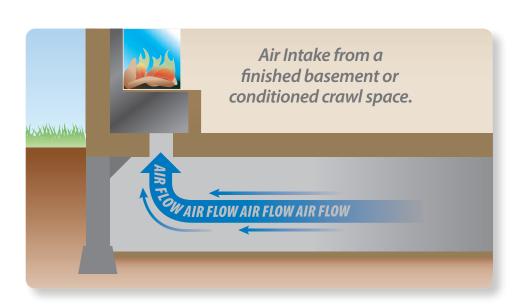
The U30 unit can be installed as a floating design using the Floating Installation Kit. This installation kit gives you more creative freedom with your fireplace to suit your unique vision. This suspended design is built to be a focal point within your home, while providing the cozy and homelike atmosphere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



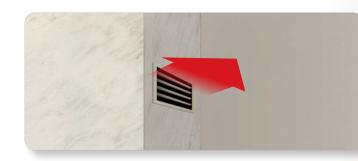
TOP SHADOW LINE

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.



Aesthetic Features U30 - U50 - U70

Fluted Liner



Painted Steel Liner



Infinity Black Glass Liner





Signature Traditional Log Set



Signature Birch Log Set



Driftwood Log Set



L/R Corner Install Kit



Single-Sided Installation (U50/U70)



Bezel - Black Glass



Glass Media



River Rock Set





37



Our Traditional 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, These fireplaces can be customized to fit any design. Pair the unit with a variety of liners and burner media. No matter what you are looking for, Urbana delivers.

U44 Gas Fireplace, Dark Umber Herringbone Liner, Birch Log Set 39



SINGLE SIDED SHALLOW











Birch Log Set

■ Black Glass Liner



Birch Log Set

Fluted Liner



Birch Log Set

See-Through Installation Kit









- Traditional Log Set
- Black Glass Liner



- Traditional Log Set
- Fluted Liner



- Traditional Log Set
- See-Through Installation Kit













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
- Fluted Liner



- Traditional Log Set
- Black Glass Liner



- Traditional Log Set
- See-Through Installation Kit







- 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









- Birch Log Set
- Ledgestone Liner



- Traditional Log Set
- Herringbone Liner Sandstone



- Birch Log Set
- Herringbone Liner Dark Umber







- 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







- Traditional Log Set
- Ledgestone Liner



- Birch Log Set
- Ledgestone Liner



- Traditional Log Set
- Herringbone Liner Dark Umber

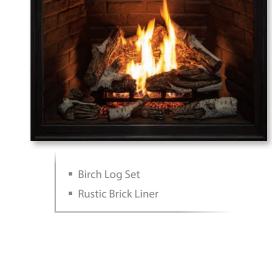


- Birch Log Set
- Herringbone Liner Sandstone











- Traditional Log Set
- Painted Steel Liner



- Birch 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 Sandstone



- Birch Log Set
- Herringbone Liner Dark Umber



- Traditional Log Set
- Stainless Steel Liner



- Birch Log Set
- Black Enameled Steel Liner





- Traditional Log Set
- Black Glass Liner



- Traditional Log Set
- Herringbone Liner Sandstone



- Birch Log Set
- Black Glass Liner



- Birch Log Set
- Herringbone Liner Dark Umber











■ Traditional Log Set

Herringbone Liner

- Birch Log Set
- Herringbone Liner



Traditional Log Set

■ Painted Liner



Birch Log Set

Painted Liner









- Traditional Log Set
- Rustic Brick Liner



- Birch Log Set
- Painted Steel Liner



- Birch Log Set
- Rustic Brick Liner





Aesthetic Features U33 - U33T - U37 - U44 - U55

Rustic Brick Liner



U33, U37, U44, U44 Outdoor, U55



U37, U44, U44 Outdoor

Ledgestone Liner Steel Liners



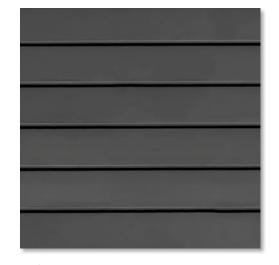
U37, U44, U44 Outdoor, U55

Reflective Liners - TWO OPTIONS



U33/U33T (Glass Only), U37, U44, U55, U44 Outdoor (Enameled Only)

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

73 72



U50T ULTRA

COMING 2025

Painted Steel Liner

FRONT: 26"h x 50"w

Viewing Size: FRONT: 24"h x 50"w



ULTRA (50-50-55 FIRE-IN-LOG







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	22,500 BTUs	38,000 BTUs	52,500 BTUs	40k BTUs 59k BTUs Tall	47,000 BTUs	63,000 BTUs 71k BTU's LP Outdoor	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	55%	36.6% 46.6% [†]	37.6% 47.6%† N/A Outdoor	39%
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 5%"	5" x 8"	5" x 8"	5" x 8"	8" x 11"	5" x 8" or 8" x 11" N/A Outdoor	8" x 11"
Flex Venting	Up to 40'	Up to 40'	Up to 40'	N/A	N/A	N/A	N/A
Average Weight (Including liner and media)	255 lbs	355 lbs	500 lbs	200 lbs 300 lbs Tall	400 lbs	489 lbs	525 lbs
Viewing Area	1042 in² 1,440 in² Tall	1,390 in ² 1,920 in ² Tall	1,737 in ² 2,400 in ² Tall	1,037 in ² 2,040 in ² Tall	1,112 in ²	1,586 in ² 1,476 in ² Outdoor	2,463¾ in²
Glass Dimensions	H W D	H W D	H W D	H W	H W	H W	H W
Safety Screen replaces outer glass on screened units	19 ³ / ₄ " 30" 15" 26 ³ / ₈ " Tall	19 ³ / ₄ " 50" 15" 26 ³ / ₈ " Tall	19 ³ / ₄ " 70" 15" 26 ³ / ₈ " Tall	60" Tall 34½"	305/16" 353/16"	365/16" 423/16"	42" 52"
Unit Dimensions	H W D 40" 465%" Tall 3034" 21"	H W D 47" 535%"Tall	H W D 47" 70¾" 21"	H W D 44" 41" 19"	H W D 44½" 46½" 24½"	H W D 50½" 53½" 27½" 47½" 0ut 45" 0ut 21¼" 0ut	H W D 60" 633/8" 281/2"

^{*}See owner's manual for detailed fireplace specifications.

U30/U50/U70

■ Left/Right Corner Installation Kits

Not applicable with screened units

■ Single Sided Installation Kit (U50/U70)

DESIGN FEATURES

■ Top Firebox Lighting

Ventilated Chase Design

3D Stainless Steel Burner

Optional LP Conversion Kit

Optional LP Conversion Kit

(Approved for Duravent CVS 5"/3")

Optional Chase Comfort Kit

■ Floating Installation Compatible (U30)

■ Power Vent Compatible

(Black Glass, Antique Rust)

Cool Surface System

Optional Bezels

U33/U33T/U37/U44/U55

DESIGN FEATURES

■ IPI Pilot System

- Top Firebox Lighting (N/A U33T)

- Vermiculite
- Bezel w/Glass or Vermiculite

Adjustable Color LED Lighting

■ Shale

■ Glass Media

LINER OPTIONS

FIREBOX MEDIA

■ Driftwood Log Set

■ Signature Traditional Log Set

■ Signature Birch Log Set

■ River Rock Set w/Twigs

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

- Clean Face Design
- Optional LP Conversion Kit
- ClearView Safety Screen
- Stainless Steel Burner
- Cool Surface System
- Power Vent Compatible (Required for U33T)
- 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 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/U55 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.



















83

Imitation Stone

Drvwall

Tile

Wood

Shiplap

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

INCLUDED WITH U37 U44 & U55 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.

Rising heat is evenly vented forward into the living space above the chase

Rising heat is channeled safely past valuable wall mounted items such as a TV

Heat radiates forward from the fireplace window

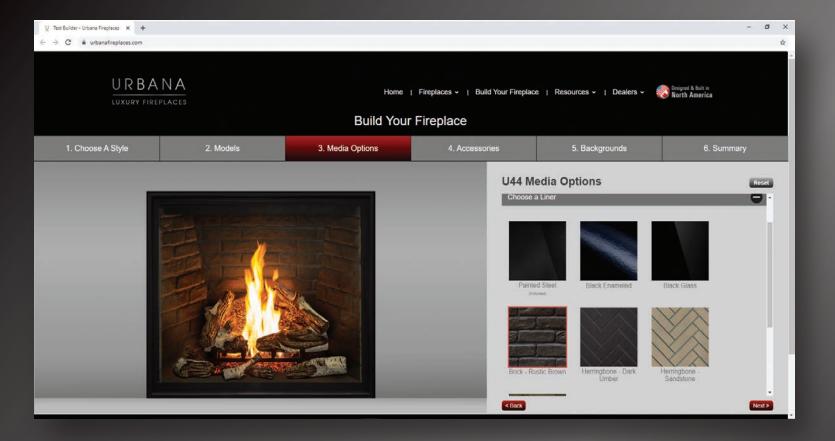
COMFORT KIT

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.

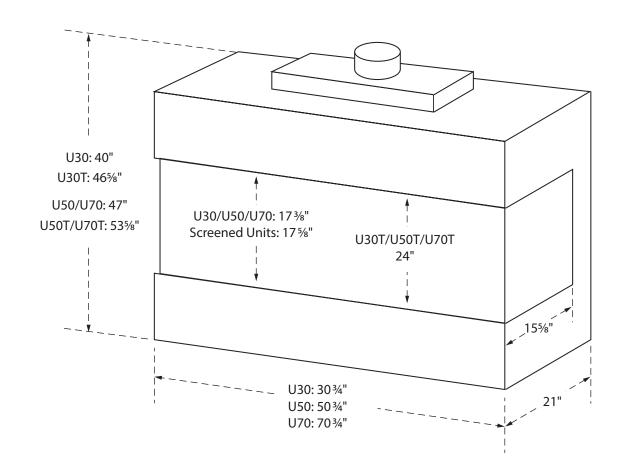
BUILD YOUR FIREPLACE

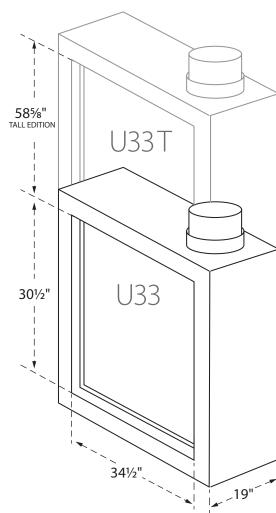
Find the ideal combination of logs and liners with the Urbana Fireplace Builder. This tool includes the ability for customers to receive a PDF of their fireplace as well as provide a list of authorized dealers in their area.

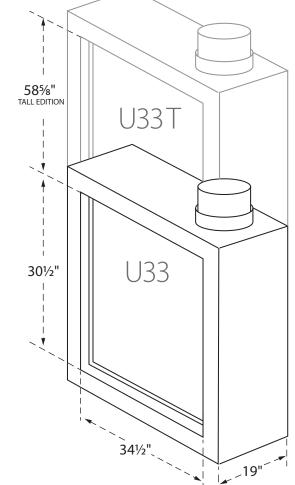
Visit urbanafireplaces.com/fireplace-builder to build your dream fireplace today

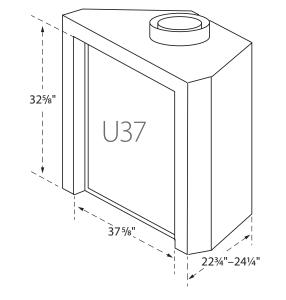


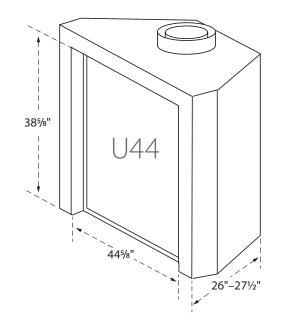
UNIT DIMENSIONS

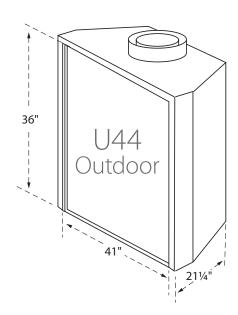


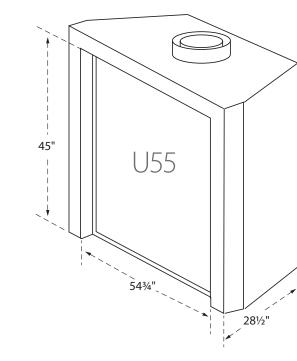








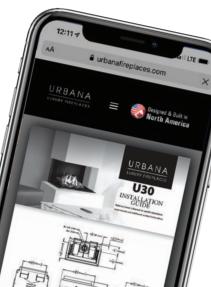






Full Install Details Available online

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



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

