



M. and E. Meyer of Savanna lease 22,204 s/f at 1375 Broadway

March 10, 2014 - Front Section

According to Savanna, a New York-based real estate private equity and asset management firm, Smartling, Inc. has signed a new lease at 1375 Broadway for the entire 14th floor, totaling 22,204 s/f. In the past six months, Savanna has leased all full-floor vacancies at the building, representing a total 90,000 s/f.

Smartling, Inc., the cloud-based enterprise translation management company, simplifies and accelerates translation and localization for companies reaching a global market. Smartling helps companies manage all translation requirements to ensure global online and offline content "from business documents, websites, web applications, and mobile apps to catalog feeds and long-tail digital content" is up-to-date and in the native language of every region. By putting the entire translation process in the cloud, Smartling enables translation at the speed of business today, improves quality and speeds deployment exponentially, while meeting the strict standards of the largest consumer web, mobile, Fortune 500 and Global 2000 companies.

1375 Broadway is a 508,000 s/f office building located on the northwest corner of 37th Street and Broadway. Savanna completed a major capital improvement plan at the building in 2012 which included a fully renovated lobby and entrance, new storefronts, and a restored facade.

"We are excited to welcome Smartling to 1375 Broadway," said Cooper Kramer, vice president at Savanna. "Savanna's renovations have transformed the building into a leading destination for tenants who are seeking a price alternative to both Midtown and Midtown South. We have seen strong interest from tenants attracted to 1375 Broadway due to its pre-war facade, modern lobby and prime location near numerous transportation options."

Marty Meyer and Eric Meyer represented Savanna in the lease transaction, while Eric Ferriello and Robert Tunis, also of Colliers, represented the tenant.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540