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# Viad tower renamed as city hopes to brand Midtown arts district

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[Mike Sunnucks](#)

Senior Reporter- *Phoenix Business Journal*

[Email](#) | [Twitter](#) | [Facebook](#)

One of Phoenix's most well-known office buildings has a new name.

The **Viad** Corporate Center on Central Avenue north of [McDowell Road](#) has been named the Central Arts Plaza. The building used to be the corporate headquarters of the Dial Corp.

Phoenix Mayor [Greg Stanton](#) and the owners of the Midtown building — California-based McCarthy Cook & Co. — announced the renaming this morning.

The 500,000-square-foot, 24-story building is home to the corporate headquarters of the Viad Corp. (NYSE: VVI).

The building is near the **Phoenix Art Museum**, **Arizona Opera** and **Heard Museum**. The city is trying to brand the area as an arts district.

The Midtown area has seen high vacancy rates — as much as 30 percent. The city of Phoenix is talking to landlords about retrofitting buildings to be more appealing to high-tech and creative tenants.

The city hopes being on Metro light rail and the arts district branding will further that goal and make the area attractive to millennials. There are also a couple of data centers in the Midtown area including one at Park Central Mall in former office space.

Commercial real estate firm JLL handles the leasing at the newly named Central Arts Plaza.

Mike Sunnucks writes about residential and commercial real estate, government, law, sports business and workplace issues.