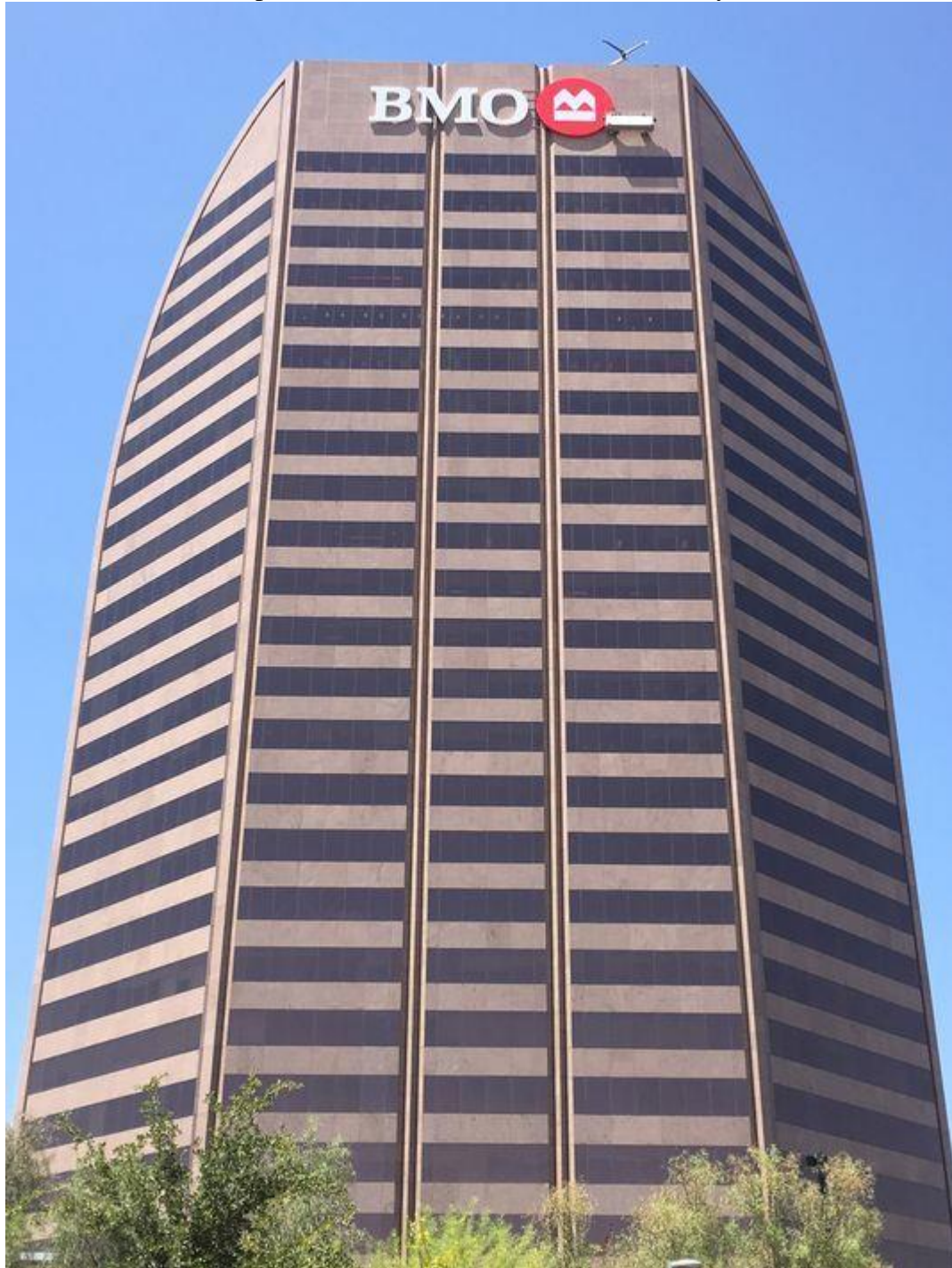


# Bank renames iconic Central Avenue high-rise in midtown Phoenix

[Brenna Goth](#), The Republic | azcentral.com 9:11 a.m. MT May 25, 2016



(Photo: BMO Harris Bank)

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One of Central Avenue's most iconic high-rise buildings is getting a giant new name.

Crews are working this week to transform the former Viad Tower near Central Avenue and Palm Lane into the BMO Tower at Central Arts Plaza. The 24-story building now features large, white lettering on the south side, with the installation on the north side expected to finish in early June.

The new rooftop signage is among the largest in Arizona, according to Emily Penate, media relations manager for BMO Harris Bank. The bank is based in Chicago, and BMO stands for the Canadian Bank of Montreal.

Each letter is 11 to 12 feet tall with the red roundel logo measuring 18 to 21 feet tall, according to the company. The signage includes LED lighting at night.

BMO Harris Bank relocated its regional headquarters to the tower from another Central Avenue high-rise in April. Naming rights were part of the deal. A ribbon-cutting event is planned for July.

Central Arts Plaza was built in 1991 as the headquarters of the Dial Corporation. The rounded top helps the building resemble a bar of soap. The Viad Corporate Center was renamed to Central Arts Plaza last year to complement the surrounding Central Arts District.