

EXCLUSIVE: CBRE tapped for downtown leasing

May 11, 2017, 12:00am MST

ViaWest Group has picked [CBRE Group Inc.](#) (NYSE: CBG) to handle leasing at the 111 West Monroe Building in downtown Phoenix.

ViaWest and Chicago’s Chicago GEM Realty bought the Monroe Building earlier this month for \$29.8 million.

Now Phoenix-based ViaWest has tapped Bryan Taute, [Tim Watters](#) and Charlie von Arentschildt to handle leasing and marketing the office building.

The downtown building is getting a new name — The Monroe.

“Our team is looking forward to working with a local owner who recognizes and affirms the value in enhancing downtown Phoenix,” said Taute. “We share a vision of turning this historic property into a top destination for a diversified mix of tenants, like entrepreneurs, startups and any businesses seeking creative, move-in ready space in a culture- and amenity-rich area.”

ViaWest is planning some improvements to the 18-story building at First Avenue and Monroe streets.

That includes a fitness center, upgraded lobby and local art exhibits.

“The modernization of the property’s interior aesthetics and amenities will accommodate tomorrow’s workforce, and also provide a canvas for tenants to create customized spaces that reflect their brands and cultures,” said [Steven Schwarz](#), a founding partner at ViaWest.

Mike Sunnucks
Senior Reporter
Phoenix Business Journal



CBRE
The Monroe building in downtown Phoenix