

Granville's latest downtown Fresno project: The Lede

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Granville's project next to the former Fresno Bee building. PHOTO BY BONHIA LEE

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GV Urban, a division of Granville Homes, has unveiled a new name for its Metropolitan Museum Block project next to the old Fresno Bee building in downtown's Mural District.



The residential project on the corner of Van Ness Avenue and Stanislaus Street is called The Lede, which rhymes with feed. It's a journalism term that refers to the first sentence or paragraph of a story.



The name is "meant to pay homage to the property's news-oriented roots," according to Granville's rental and property management company website.

The latest plan calls for a mix of 85 studio, one- and two-bedroom apartments and commercial space to be built on 2.3 acres of land surrounded by Van Ness Avenue, Calaveras, Fulton and Stanislaus streets.

Granville bought the entire block except for the Bee building which was last home to the Fresno Metropolitan Museum, and the historic former Theater 3 building which still stands on Fulton.

The project is expected to begin next year.

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