

First 10 units at The Lede opens in downtown Fresno

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Le-dee. Lee-dee. Led.

How do you pronounce the name of Granville's newest downtown housing development? It's pronounced lead, which rhymes with feed, but spelled L-E-D-E after the journalism term that refers to the first sentence or paragraph of a story.

[The Lede](#) is a residential and commercial project bounded by Van Ness Avenue, Calaveras, Fulton and Stanislaus streets in the Mural District of downtown Fresno. The name pays homage to the property's news-oriented roots. It sits next to the former [Fresno Bee](#) building, now home to [Community Media Access Collaborative](#). The building was also the site of Fresno's first commercial radio and television station.

Developer [Granville Homes](#) celebrated the grand opening of the project's first 10 units on Tuesday. The remaining 75 apartments are expected to be ready next summer.

"I'm very proud to say we are part of downtown revitalization," said Darius Assemi, Granville's president. "You can't de-annex downtown. No city can be successful without a successful downtown. We want to be part of that effort."

The Lede is Granville's ninth downtown revitalization project. When complete, Granville will have built more than 250 units in downtown Fresno.

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