

Welcome to Canal Street -- the most vibrant street in New York City. For over a century, it has been the first stop in America for countless immigrants en route to the American dream. History in the making, the neighborhood that we now call TriBeCa dates back to Manhattan's earliest years as fertile farmland.

In the past two decades TriBeCa has become one of the city's choice residential districts. Its handsome, solid warehouse and loft structures, after having been abandoned a generation ago, were discovered over the past two decades to provide valuable space so hard to come by in New York City dwellings. Ideal not just for the artist and entrepreneur, TriBeCa represents a booming new district for growing families, proudly hosting P.S. 234 with an elementary school ranking in New York City's top 3.0%.

To make sure that TriBeCa's brilliant architecture would not get swept up in the change, the Landmarks Preservation Commission has deemed the neighborhood home to four separate historic districts, which together cover about three-fourths of the total area. While this growing district will undoubtedly continue to change, it is assured of retaining its most priceless possessions -- the great old buildings that give it such unique character.

TriBeCa's northern border of Canal Street is the official dividing line for small businesses that are working together to rebuild the vibrancy that was lost with the tragedy of 9/11. There is an overwhelming sense of hope and enterprise that is supported by the TriBeCa community. Part of this movement was spearheaded by the successful launch in 2002 of the Tribeca Film Festival by Jane Rosenthal and Robert De Niro, with venues throughout TriBeCa. This year, the second annual festival brought over 300,000 people to the neighborhood and generated over \$50 million to the local economy. Spin-off attractions have included outdoor "drive-in" movie screenings along the Hudson River and artful street fairs.

Although a walkable commute to Wall Street, the area on and below Canal Street is no longer considered "just suits" in terms of business diversity and has attracted a bevy of architectural, advertising and design firms - interested in making the community thrive. With them has come a crop of new hotspots that share territory with the likes of De Niro's Nobu and the legendary Tribeca Grill. Shopping here has become exceptionally hip and international, attracting tenants like Issey Miyake and Steven Alan.

This location is centrally located to most major subway lines and privy to all of the excitement of lower Manhattan - including walking distance to Soho's finest shops and restaurants and Little Italy's pastry mecca.

Now more than ever, TriBeCa continues to thrive as the heart of the melting pot that New York City is built upon.

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