

# OFF THE MRKT

Your Guide To New York Real Estate And More

Off The MRKT - Where New York's, Real Estate, Life Style, and Culture Converge

## Why NYC Families Are Flocking to the Upper West Side Before the School Year Starts

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As summer ushers in ice cream trucks and family vacations, New York parents are also busy planning something far more strategic: the back-to-school move. The Upper West Side has quietly solidified its status as a top destination for families looking to settle in before the 2025–2026 academic year kicks off. With its proximity to elite private schools across Manhattan and Riverdale—think Trinity, Ethical Culture, and Horace Mann—this classic neighborhood is becoming the go-to for parents prioritizing long-term educational access.

Beyond school catchment zones, today's UWS properties offer the full family-friendly package: spacious apartments, kid-approved amenities, and quick access to Central Park, Riverside Park, and a bounty of cultural institutions. It's not just about school runs anymore—these buildings are designed for everything from after-school playdates to Saturday brunches with stroller parking. The appeal of wide sidewalks, tree-lined blocks, and abundant green space gives families a rare blend of urban life and room to grow.

### 96+Broadway



Credit Evan Joseph

Situated at 250 West 96th Street between Riverside and Central Park, 96+Broadway is a thoughtfully designed luxury condominium by Thomas Juul-Hansen that offers a refined lifestyle in the heart of the Upper West Side. With expansive residences and a standout amenities package—including an

elegantly landscaped rooftop terrace and a private dining room designed for intimate gatherings—the building caters to the needs of modern city families. Its location is especially ideal for parents prioritizing education: within close reach of top Upper West Side schools and just a 15–20 minute drive to the prestigious Hill Schools in the Bronx—Horace Mann, Riverdale Country School, and Ethical Culture Fieldston School. With seamless access to the Henry Hudson Parkway, 96+Broadway allows families to stay rooted in Manhattan while easily connecting to some of the region’s most sought-after academic institutions.

With rising demand and limited availability, the summer market is heating up quickly. Developers and brokers are spotlighting homes with flexible layouts, built-in study spaces, and shared amenities like children’s playrooms, rooftop terraces, and even after-school programming. Whether you're a parent making a move or a savvy buyer eyeing future resale value, the Upper West Side is positioning itself as the smartest address for raising the next generation of Manhattanites.