



Riverdale's new neighborhood acronym: NoMA (North of Manhattan)

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We're all familiar with how "Madison Ave." invented catchy marketing tools to improve a community's image to promote the "it" factor as a "new , hot, trendy" area of the big apple. Lamentably da Bronx still needs to reinvent its image to outsiders, and so without further ado - let me introduce you to: 'NoMA' the ritziest suburban destination inside the city, just north of Manhattan.

Being hip, fashionable-and so New York-the use of abbreviations, or acronyms such as the name "SoHo" which was the model for other new neighborhood acronyms in New York City, i.e. SoHo (South of Houston St.), TRIBECA, (TRiangle BElow CANal Street), NoHo, for NOrth of HOuston St., Nolita (NOrth of Little ITALy), and DUMBO (Down Under the Manhattan Bridge Overpass) are the most well known and publicized "it" areas of Manhattan and Brooklyn. These name changes provided the starting point into establishing a regeneration of real estate interest to a whole new set of well heeded savvy New Yorkers.

Graciously hugging the majestic Hudson River, NoMA is approximately a three-mile square starting from the tip of the Bronx at Spuyten Duyvil going up to the Westchester line. In truth, NoMA relates more to the city, Manhattan, than to the Bronx simply because of its unique location which has the advantage of one of the most convenient transportation systems and networks which are more easily connected to Manhattan than to the rest of the Bronx. Yes, easy and fast-all roads lead to Manhattan (or Westchester)-The Westside Highway/Henry Hudson Parkway/Saw Mill Parkway, the IRT # 1 subway, the Metro North Hudson railroad, not one but four express buses, and of course the regular city buses... less than a half hour to midtown - what a no brainer, da!

NoMA is blossoming with exceptional yet prudent residential and commercial opportunities. Underlying NoMA's new found popularity is its closeness to several major universities and hospitals, including the greater metropolitan, New Jersey and Westchester job markets as well as easy access to Wall Street.

Spiced up, NoMA is now the new and improved collective neighborhoods of Riverdale which include: Spuyten Duyvil, Fieldston, the Estate area, South Riverdale, Central Riverdale, Riverdale on the Hudson, North Riverdale, Manhattan College area, Kingsbridge, Marble Hill, and Van Cortlandt Park area which are all close to each other yet offering a variety of price ranges and architectural styles - something for everyone!

NoMA, Riverdale has an established time-honored reputation for being a comfortable, quiet, richly-appointed community which enjoys some of the most esteemed private and public green spaces unique to the city. NoMA is just like a well cared for New England enclave, it's a down home, sweet country lifestyle with cultural attractions and, did I say - convenience!

There is perhaps no more visible symbol of Riverdale's transformation into its refreshingly modern

attitude as NoMA, than the famed 1,500 ft. Solaria skyscraper, the tallest glass condo tower in the Bronx that opened its doors last year in central NoMA on Henry Hudson Parkway. The Solaria first noted for being "too different" seemingly more like a transplanted deluxe Manhattan condo tower than the traditional almost uniform red brick construction style of the mid-twentieth Century coops that showcase the main thoroughfare of NoMA. The Solaria condo was built to attract the intelligent, needless to say the "money wise" Manhattan buyer, the corporate transplanted families, the empty nesters and retirees of all ages who all want to be in the city, but away from its hectic pace. Living well is the only option here - you're at home is the sky with no hassles and great savings compared to the other well heeled areas of the city.

NoMA's main commercial artery, Riverdale Ave. between West 235th St. to West 238th St. in central NoMA is positioned to be one of New York's hottest yet coolest "old fashioned" international restaurant row destinations in the city. Just imagine a festive atmosphere of "al fresco" sidewalk dining with a comfortable and pleasurable (BYOB) experience, added to many of the established and new family owned Italian, Greek, Irish and Kosher eateries.

So what are you waiting for? For great values on NoMA properties - houses, condos, coops, rentals and land - call me now...NoMA is "it"!

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