Highlighting Local Amenities to Enhance Community

Just a short walk from almost any intersection in the Longwood Medical and Academic Area (LMA) you will encounter two neighborhoods of Boston with a whole new set of amenities and assets to enjoy.

As MASCO is focused on enhancing the community for those who work, live and study here, our staff spent the better part of the last year creating a new website to showcase all the exciting and interesting elements of our neighborhood and the two that surround us.

LongwoodArea.org, launched earlier this summer, is essentially a database of all there is to see and do in the LMA, Fenway and Mission Hill. It is designed to be neighborhood specific, so you can search the four categories of Eat, Play, Visit and Learn based on the neighborhood you wish to visit.

With the tremendous development, redevelopment and growth we have seen in just the past five years, not only in the LMA but specifically in the Fenway and Mission Hill communities, we saw an opportunity to create a resource for our 46,000 employees and the thousands of people who use the LMA to be exposed to the other great communities that are a short walk from our hub," explains Marilyn Swartz-Lloyd, MASCO President and CEO.

Working with our community partners at Samuels and Associate, the Fenway CDC, Emerald Necklace Conservancy, Main Street Mission Hill and the Community Alliance of Mission Hill we created a comprehensive list of all the establishments open to the public within the three neighborhoods.

As continued growth will change the face of these three neighborhoods, we will update this dynamic site to provide the most thorough database of services available.

We encourage you to check out the site and send us feedback either via Instagram at @longwoodarea or on Twitter @MASCOLMA or email us at longwoodareawebsite@masco.harvard.edu. We will give away a $25.00 Amazon gift card once a month to a lucky visitor who shares their opinion – whether good, bad or otherwise!