- No

  1 month ago

  Negative

- as long as the taxes don't continue to skyrocket...a nice place to grow old

  1 month ago

  Mixed

- None of the above. Keep the old one!!!! This is monumentally silly.

  1 month ago

  Negative

- Add more US flags throughout the town.

  1 month ago

  Neutral

- This seems like such a pointless task. Fixing a non-existent problem with real taxpayer dollars. That isn't good stewardship of tax money; it is wasteful.

  1 month ago

  Negative

- Honestly, focus on other more practical projects.

  1 month ago

  Positive

- Thank you for sending this out! It was difficult to choose only one or two future themes. Would like to see somehow to emphasize the historical importance, the influence of the Sound, along side a sustainable future that values its unique neighborhoods and cares about its beautiful parks and open spaces.

  1 month ago

  Positive

- Thanks for working on this project. I love our community, but the logo and some of our amenities seems dated and should be refreshed!

1 month ago

Positive

- Any imagery linked to the past should be more historically accurate. Images that hint at and celebrate diversity, sense of place, community.

1 month ago

Positive

- nah

1 month ago

Neutral

- I would want people to know, even though we live in a special part of Westchester, everyone is welcome. This is not a stuffy neighborhood like some. You don’t need to “dress” to go grocery shopping or to meet your neighbors.

1 month ago

Positive

- Please stop trying to change who and what Mamaroneck is. If you change the logo then you have to change the name of the town. No explanation needed!

1 month ago

Negative

- I am surprised that with the quality of our roads, sidewalks, intersections, tax burden, lack of fields to attract young families this is what we are discussing

1 month ago

Positive

- Mamaroneck has already a great reputation thanks to our great community. My family is sooo happy and proud to be part of it. No need to put it in picture/logo. This logo is/will be timeless because it represents the origins of the town! Let's keep it also as an homage to the First nations who occupied the land before us. "Mamaroneck" is the indigenous name/words after all, we inscribed this reality in the logo, which is exceptional nowadays. Let's stay exceptional!! Go Mamaroneck!!

1 month ago

Positive

- Changing the logo is unneeded and a is waste of taxpayer funds.

  1 month ago

  Negative

- That you are spending time and money on this frivolity is spectacularly unserious

  1 month ago

  Negative

- Do not spend money on this!!

  1 month ago

  Negative

- Do not change the logo and erase history. Please protect historical sites within the town.

  1 month ago

  Negative

- Please don’t waste our money!

  1 month ago

  Negative

- No

  1 month ago

  Negative

- No

  1 month ago

  Negative

- Larchmont often seems like a secret oasis. An undiscovered paradise.

  1 month ago

  Positive

- While the cost of $250K seems crazy, I do think this can be rolled out over time versus spending $250K immediately.

  1 month ago

  Positive

- I don’t feel the need to spend $ on unnecessary things.

  1 month ago

  Negative

- This change is totally unnecessary.

  1 month ago

  Negative

- This whole thing is idiotic. But typical of tax and spend government.

  1 month ago

  Negative

- Don't make it politcally charged.

  1 month ago

  Negative

- It’s definitely time for a new logo. The current one is embarrassing.

  1 month ago

  Negative

- I don't believe native people should be used as mascots. That is the primary driver behind my support of a redesign. I also want to make sure whatever we choose does not exclude the many immigrants that make our community so rich and vibrant. We can honor our heritage without excluding the people who live here now.

  1 month ago

  Positive

- No

  1 month ago

Negative

- Please don't need to waste money on changing the logo. Use the money to fix flooding and traffic problems. Thanks.

  1 month ago

  Negative

- Village feel

  1 month ago

  Neutral

- to the comment on money to change logo, consider a lower number and use the replacement time of products and assests to make change. the shape of the logo was not questioned, i would certainly consider something other that the current

  1 month ago

  Mixed

- No

  1 month ago

  Negative

- There is merit in keeping things the same. Mamaroneck is historic and trying to rebrand it as new is running the risk of missing the plot. Should we insist Walter's renovate it's facade because it may be insensitive to Japanese culture?

  1 month ago

  Mixed

- Perhaps you can enhance the old logo or at the very least encompass a portion of the old logo into the new logo, so that the history is still there, yet it shows renewal and the present state of the Town.

  1 month ago

  Neutral

- We have far greater needs to address for $250,000.

  1 month ago

Negative

- This is a waste of time and resources when so many other things need focus!

  1 month ago

  Negative

- Need it to look modern

  1 month ago

  Neutral

- I would like to know when the results of this survey will be available to the public.

  1 month ago

  Neutral

- No

  1 month ago

  Negative

- While the current logo is not premium feeling, I wouldnt want us to spend a quarter of a million dollars on the change

  1 month ago

  Negative

- Instead of making substantive changes to people’s lives , you are looking to change something symbolic to give the guise of momentum.

  1 month ago

  Neutral

- Isn’t there anyone in the community who can do this for less than $250,000. Seems like an awful lot of money

  1 month ago

  Negative

- leave the logo alone there are far better things to spend time and money on

1 month ago

Negative

- Don’t change or waste time on what isn’t broken, keep the history. Work/focus on bigger priorities/issues instead.

1 month ago

Negative

- no

1 month ago

Neutral

- Anything that means higher taxes make this town less livable

1 month ago

Negative

- Use the money to better help people than signs

1 month ago

Negative

- Let’s forget about the logo and find something important. Or lower taxes.

1 month ago

Neutral

- Definitely not worth changing logo if it’s going to cost a quarter of a million dollars to change!

1 month ago

Negative

- no

1 month ago

Neutral

- Keeps it

1 month ago

Positive

- The native American head on the logo seems offensive and worth changing.

1 month ago

Mixed

- The current logo is really updated and most towns have moved away from showing a Native American as their logo.

1 month ago

Positive

- This effort is a waste of money and time, especially in this day and age.

1 month ago

Negative

- Why change a part of the town’s history and burden taxpayers with the cost

1 month ago

Neutral

- No thanks

1 month ago

Negative

- The current logo is fine. Spend the money on something more meaningful

1 month ago

Negative

- I don't like spending money on something aesthetic like this when it could go toward a better cause

1 month ago

Negative

- Stop this insanity, and nonsense. Make our schools and find a way to limit climate change!

  1 month ago

  Negative

- Our logo needs to mirror where the town is going. Let’s set a vision and take it there.

  1 month ago

  Neutral

- I agree the existing logo looks a bit dated now. The native american is nice but honestly I think Mamaroneck has evolved and is more than that, the location by the sea is probably the biggest single item - if you keep the Founded 1661 you've covered the history part - then for the new logo maybe focus on something else You're not going to fit everything you want in a single logo (or please everybody) but a new clean simple modern logo would be nice.

  1 month ago

  Mixed

- I would think incorporating orange and black as a reference to the local schools—of which our citizens are and should be extremely proud—would make sense and create a more cohesive identity and brand.

  1 month ago

  Positive

- Please stop wasting our money, including on this idea. Also, we have far too much sinage. Visual pollution. And we need far better quality of life enforcement-address the garbage/rat issues, e bikes, car breakins, etc.

  1 month ago

  Negative

- No.

  1 month ago

  Negative

- No

  1 month ago

  Negative

- The headshot of a Native American has got to go. Very disrespectful to indigenous communities.

  1 month ago

  Negative

- I cannot believe anyone is considering wasting $250k of our limited funds on logo changes this is ridiculous

  1 month ago

  Negative

- hard to say if i would want the logo to change without actually seeing the new options... i tend to favor tradition over change

  1 month ago

  Negative

- Please spend the 200,000 on infrastructure and classroom size at MAS which is overrun

  1 month ago

  Negative

- A pop of orange ties back nicely to the schools and would provide good contrast for coastal colors. I also the incorporation of local/native wildlife or plants would be beautiful.

  1 month ago

  Positive

- The native american is out of date and needs to go

  1 month ago

  Negative

- I think there are other ways to spend $250,000 like curbing dangerous driving, thefts, attracting new businesses that are not banks or nail salons, etc.

  1 month ago

  Neutral

- Clean up the streets and sidewalks and repair them to the way they were in the past.

1 month ago

Neutral

- The Native American is outdated and offensive this day and age. Unsure what is best for our times, but something that will outlive the test of time.

1 month ago

Mixed

- no

1 month ago

Neutral

- None

1 month ago

Neutral

- Unfortunately, this is a very bad survey. Starting with the the cost of a new identity, leading questions, and colors "choices". It reads like someone who doesn't want to change the logo and has created a the worst survey to prove their point, instead of an impartial survey. I'm really disappointed with the town.

1 month ago

Negative

- I will vote against this project

1 month ago

Negative

- our taxes here are already high. please do not spend money on this - there is nothing wrong with our current town logo

1 month ago

Negative

- I would love to see a more modern logo that appeals to families seeking beautiful, connected community

1 month ago

Positive

- 250k seems pretty high to change logos. Perhaps the rollout could be slower over a few years to reduce cost.

1 month ago

Negative

- Improve the town by reducing costs and reducing friction. Stop wasting money on unnecessary agitations.

1 month ago

Positive

- There are more pressing issues to spend the budget on than recreating the town logo. And if logo does change . Continue to reuse what you have until it runs out then order new ones so nothing is wasted, logo not a priority

1 month ago

Negative

- Just update as things need to be updated

1 month ago

Neutral

- I'm sure it comes from a historic place, but I don't think the use of an Indigenous person/ American Indian is quite right. I'd much prefer seeing a symbol that evokes our bucolic trees and parks, or beautiful waterfront/ marinas/ sailboats/ etc...

1 month ago

Mixed

- Again, what company established this as the best way to get feedback and move forward.

1 month ago

Positive

- Nope

1 month ago

Neutral

- Phase the expenses. As you run out of things then make any changes that are necessary. Don't do all at once.

  1 month ago

  Negative

- I wouldn't spend too much time on this project honestly. I feel like we desperately need some sidewalks and areas that are frequented by a lot of people in the town of Mamaroneck and it's kind of dangerous.

  1 month ago

  Negative

- Bring value to the taxpayers.

  1 month ago

  Positive

- It is time to change the logo

  1 month ago

  Neutral

- Restore free parking to our commercial areas. Limit shopper parking to 2 hours and enforce aggressively.

  1 month ago

  Neutral

- Not to include themes of wokeness

  1 month ago

  Neutral

- If you get rid of the logo, you might as well rename the town completely.

  1 month ago

  Negative

- Nope

  1 month ago

Neutral

- The Town doesn't have its own downtown space or access to water so it needs to focus on the parks, trees, greenery. What's is considered the center of the Town? I would say Memorial Park is the core natural prized asset of the Town. Focus on a memorial park centric image.

1 month ago

Neutral

- The logo we have is unique to our community-a change of "face" might be interesting, but not worth spending tax $$$ on same.

1 month ago

Mixed

- No Native American imagery

1 month ago

Negative

- Don't overthink this! A logo provides a vibe more than anything.

1 month ago

Positive

- Perhaps our "identity" should include some kind of recognition of the complex makeup of the Town - that we include the two villages and the unincorporated town. People get confused if you say you live in Mamaroneck or Larchmont, once you explain you don't live in the village and thus are barred from certain opportunities.

1 month ago

Neutral

- Removing the Indian head logo is important and should have been listed above as a choice.

1 month ago

Negative

- Unbelievable!!! A quarter of $1 million to facilitate a logo change that is absolutely positively not needed. That's obscene.

1 month ago

Negative

- No

1 month ago

Negative

- No

1 month ago

Negative

- The harbor and waterfront are the best parts of Mamaroneck. We should be leaning into that as a major part of the community's identity, tying it into the town itself (the avenue is amazing, but doesn't feel like a "beach town" in the way that it could/should). Having a beach bar with live music that opens up the beach to more than just families/kids (which is also great) is a great way to make this into the beach town that it could be!

1 month ago

Positive

- The native American in the current logo is a nice Tuch to the history but it would be nice to keep it AND add the sound and the parks somehow represented.

1 month ago

Mixed

- No

1 month ago

Negative

- Cost of this survey? Focus on fixing the flooding instead of spending $250k to remove our town seal

1 month ago

Neutral

- None

1 month ago

Neutral

- needs a tagline: Mamaroneck "Where the fresh water meets the salt" (literal meaning) Mamaroneck - "Families and Neighbors"

  1 month ago

  Neutral

- Larchmont can use more space for inexpensive parking and have more options for community participation

  1 month ago

  Positive

- i can't believe with all the budget problems we have, we would spend $250,000 to change a logo i'm sure because people are offended by this logo.

  1 month ago

  Negative

- Our exhorbitant taxes should pay for this unnecessary change.

  1 month ago

  Negative

- More diverse opinions should be considered. The people who work here should have a greater voice

  1 month ago

  Positive

- Don’t change it….we have many more relevant issues to work on including the ridiculous proposal to single lane the post road…

  1 month ago

  Negative

- No

  1 month ago

  Negative

- I have lived in this community since my parents moved over here (from Rye to Mamaroneck) in1961 when I was starting 8 th grade (at the Jr high before Hommocks was built) At the

present time I am a senior citizen I have seen many changes (good and not so good) But overall the people who live in the Town are friendly and care about their kids and their Community

1 month ago

Positive

- Why spend energy changing a logo that has been part of the town for so long.

1 month ago

Negative

- The current logo is racist

1 month ago

Negative

- no, eave it as is

1 month ago

Neutral

- Please end this and focus on important issues. Combine the 3 municipalities so we can get rid of all these ridiculous tiny municipalities. Lower taxes. Stop the dam flooding before you worry about logos.

1 month ago

Negative

- If it ain't broke, why spend our valuable money and resources to fix it. That money and those resources are better spent on more important projects, or just not spent at all.

1 month ago

Negative

- Why spend time on this when there are so many other issues- flooding, school, teenagers,

1 month ago

Negative

- No! Thank you for this!

1 month ago

Negative

- How about using black and orange because that are the school colors

1 month ago

Neutral

- $250k could go a long way for other projects. Not sure why this is suddenly a focus. It seems there's always 1 or 2 'loud people in the room' who make a bunch of fuss over things like this without thinking about the other ways money could be spent to make things better for residents

1 month ago

Negative

- Why not use the colors of our High School in the logo to have our school to reflect one community

1 month ago

Positive

- Priorities: safety, top education, quality of life

1 month ago

Neutral

- Limit congestion, fix the flooding problems and get bikes and other vehicles off the sidewalks instead of worrying about a logo

1 month ago

Positive

- Don't change the Logo.

1 month ago

Negative

- No

1 month ago

Negative

- Should be simpler and more distinctive. Roll out could happen over time to lower costs- no one cares if you have 2 logos for a while

1 month ago

Mixed

- Larchmont/Mamaroneck uniqueness is displayed in: -Access to the Sound and Parks -Safety (as evidenced by throngs of kids always out walking, biking) -Walkability -Ease of commute -Amazing schools -Rich history -Diverse community

1 month ago

Neutral

- our excellent schools, how deeply we care about each other, Emelin Performing Arts Center

1 month ago

Positive

- This does not need to be woke or political. Keep it coastal and classy

1 month ago

Positive

- Make it simple, clean and unmistakable. This way the symbol that can have many different iterations: one inspired by a waterway, one that incorporates the siwanoy, one infused with parks, one with pride colors and each can be used in different contexts. City of Melbourne's logo is great as is Pine County MN. Inspire us!

1 month ago

Positive

- I think conveying a vibrant community in close proximity to NYC for all ages with plenty of amenities for all is important.

1 month ago

Positive

- No

1 month ago

Negative

- Focus on problems don’t make up new ones. Goodness.

1 month ago

Positive

- Healthy old trees should not be permitted to be cut down; permits should be required for any tree removal. Only dead or diseased trees should be permitted to be cut down.

1 month ago

Neutral

- No need to change. Save money

1 month ago

Negative

- I’m unclear that an updated logo is needed. The nature of our community speaks for itself. I do not think an updated logo makes us any more attractive and I’d rather the money be spent in other ways.

1 month ago

Mixed

- It's time to replace the Indian head with something more modern

1 month ago

Neutral

- I think people move here for the small-town feel and connection to nature while maintaining accessibility to NYC. I think the color/font on the Mamaroneck signs, pointing out landmarks are more inline with the community.

1 month ago

Positive

- It appears you are considering "rebranding" the Town. Please keep in mind that rebranding can be an expensive proposition and it's the taxpayer's money you're spending. Please perform a cost benefit analysis. Could the money be better spent elsewhere. What will changing the logo really do? Will it increase small business on the Avenue? Will it make our residents more friendly or understanding of their neighbors? Will it solve the flooding issues our community faces? Having the image of an indigenous person on the Town's logo can be

viewed either as honoring the Town's indigenous roots or as dehumanizing by using an indigenous person as a "mascot". Personally, I view it as honoring our past. There is nothing wrong with analyzing what makes our community a special place. And there is nothing wrong with trying to find creative ways to make it better. I applaud your efforts. I just question whether "rebranding" the Town by changing the logo will pass a cost benefit analysis.

1 month ago

Negative

- I would consider a roll out plan to there is not a big financial hit in one year - there are too many neighbors in need here and want to be sure this does not negatively impact programs to support the community.

1 month ago

Positive

- Put something in the new logo that says Richbell Rd sucks.

1 month ago

Negative

- We should capitalize on the historic nature of the community, excellent education systems from pre-K to Seniors, the diversity of people, involvement of residents, and perhaps consider an upscale boutique hotel for visitor so they do not have to stay in New Rochelle, Rye, White Plains and clean up the flood zones which impact on Sound Water quality!

1 month ago

Positive

- Identity of the town of mamaroneck is its people/neighborhoods…..not a logo…going down the path to change the logo is a Pandora’s box of many dimensions

1 month ago

Neutral

- modern and colorful image to brand the community

1 month ago

Positive

- I would like to join the board/ community members of thinkers on such topics.

1 month ago

Positive

- More green space and natural beautification efforts to counter the increasing urbanization of the Town. Murray Ave (I know it's a county road) is a speedway to/from the train station. Replace the trees that were cut down there years ago.

1 month ago

Positive

- The two Village Police Departments are especially helpful and vigilant. There is no where in our community that I don't feel safe.

1 month ago

Mixed

- I think there are too many people from Manhattan coming in and rather than respecting the community they chose they are changing it to the urban cities they left. Mamaroneck and Larchmont were always small towns on the water, family, friendly and safe. They choose projects that are superficial and not fiscally responsible so we keep raising taxes and then they leave when the taxes are too high and they're done using the schools.

1 month ago

Negative

- No

1 month ago

Negative

- No.

1 month ago

Negative

- I'm a retired professional designer and can honestly say, a logo change and all the collateral material updates is NOT a prudent use of funds.

1 month ago

Negative

- This is a waste of time and money

1 month ago

Negative

- I would keep the Indian head but update it

  1 month ago

  Negative

- I'd hate to see money spent on changing a logo. It can go to much better use.

  1 month ago

  Negative

- Not at the moment ...keep the logo the way it is!

  1 month ago

  Positive

- I feel like $250k is a waste of $ to update a logo that has been in place for centuries, which accurately reflects how the town/area was formed and could better be used on more important initiatives.

  1 month ago

  Negative

- Too far of a departure from the current logo will be a mistake.

  1 month ago

  Negative

- No

  1 month ago

  Negative

- It would be great if we could back up our desired image with more robust controls on oversized building, so we can preserve and recapture our historic blend of vibrant village downtown (tudor-esque apartment buildings) and quaint bedroom surroundings.

  1 month ago

  Mixed

- does not seem worth the tax dollars to change this

1 month ago

Negative

- I can’t believe this is even something you are considering. This is a waste of time money and resources. Focus on things that really matter.

1 month ago

Negative

- I love these surveys! You guys are awesome

1 month ago

Positive

- I appreciate the idea of refreshing signage and color schemes but it feels redundant in the face of much more pressing concerns such as flood mitigation, replacement of trees lost to more intense storms, burying of power lines on Orienta, and collective push back in response to outside development. I loathe the high-rises in New Rochelle and White Plains and would hate to see any of that kind of urban density work its way into our town. I'd love to see a greater effort made towards historical preservation and landmark status for key buildings/homes. And a dedication to protect what has drawn so many people here for decades, going back even to the 19th century: a sense of place. Thank you for asking and good luck!

1 month ago

Mixed

- Replace the Indian with a stylized larch tree silhouette. Save money by phasing in the new logo by leaving the existing one and using the new one on new vehicles, etc.

1 month ago

Positive

- There were historic battles fought here and Native Americans played an important role. Do not erase them.

1 month ago

Neutral

- Increase safety.

1 month ago

Neutral

- Conserving Mamaroneck's historical significance is of the utmost importance

  1 month ago

  Positive

- No

  1 month ago

  Negative

- Love that you are exploring this. Just want to add that I am a designer who lives in unincorporated ToM who frequently works on rebrand projects. I'm not sure if you already have a studio in mind for this but I would love to be considered, it would be an honor to work on the rebrand for The Town. www.jjmdjr.com

  1 month ago

  Positive

- Get rid of Native American image

  1 month ago

  Negative

- Tax is too high so please do not spend unnecessary costs anymore

  1 month ago

  Negative

- I propose a mural to the left of the parking lot at the Toy Box store on Boston Post - I would also love a funky coffee shop with good almond croissants on Mamaroneck Ave like in Portland Oregon - keep it weird

  1 month ago

  Positive

- Logo definitely needs to be updated!! Emphasize family and nature

  1 month ago

  Positive

- We can make the town better without having to change logos. Example: fix the tunnel on mamk ave next to life church (paint, change lights, make it modern and nice to walk through), and fix the bridge behind the parking that's been closed to cars for 5 years creating traffic.

  1 month ago

  Positive

- it's time to have a more inclusive logo representing the diversity of people, the community, and the beauty of mamaroneck.

  1 month ago

  Positive

- Keep current logo. Use $250k to improve schools or hire a consultant to help town cut costs such as privitizing trash pickup.

  1 month ago

  Neutral

- Spending my hard tax dollars on something so frivolous as a town logo would be a misappropriation of funds and quite possibly illegal. Personally, I would be happy to be part of a movement to bring legal challenges to this folly

  1 month ago

  Mixed

- No

  1 month ago

  Negative

- No need to change it

  1 month ago

  Neutral

- The survey is a waste of money and resources. Fix the roads, manage local government, and stop the inane use of funds for nonsense "identity" projects.

  1 month ago

  Negative

- Native American logo is potentially offensive. But I like something that connects us to our town origins and history.

  1 month ago

  Mixed

- It would be great if there were a way to respectfully allude to the area's indigenous Lenape heritage without using the racialized iconography of the current logo.

  1 month ago

  Negative

- Focus on basic services and do them well. Too much bureaucratic overreach. Taxes too high. Just provide basic services instead of these silly extra programs. It’s not the job of the government to organize concerts, town gym classes.

  1 month ago

  Negative

- Don’t do it.

  1 month ago

  Negative

- This is an outrageous use of resources that can be put towards more important matters

  1 month ago

  Negative

- I never think about the logo so hate to waste money on it - but I could see we have some upside

  1 month ago

  Mixed

- Please don’t do this.

  1 month ago

  Negative

- no

1 month ago

Neutral

- Driving safety should be prioritized….today many new residents drive too aggressively.. Speeding, honking. not using car turn signals, reading texts at red lights are ALL qualities that do NOT belong in our town.

1 month ago

Negative

- No

1 month ago

Negative

- Let’s make this a welcome community . Having to pay for parking is a thorn in my side. We pay enough in taxes, we should be able to run into a bank, a friends home or a restaurant without having to pay for parking.

1 month ago

Mixed

- It's not necessary to change the logo or branding for the town. Taxpayer money is better spent on infrastructure (i.e. safer roads/sidewalks, less potholes, etc.)

1 month ago

Positive

- No

1 month ago

Negative

- Please find ways to improve the town so it is fair for everyone. I would prefer to have a logo that acknowledges the indigenous beginnings with follow through that we honor the origination story instead of sweeping it under the rug.

1 month ago

Positive

- This feels like a waste of energy and money

1 month ago

Negative

- The current logo is racist and exclusionary. It makes people of color feel unwelcome.

1 month ago

Negative

- No

1 month ago

Negative

- Just don’t try to change the neighborhoods by killing trees and building huge homes. The way the town is now is homey and lovely walk around and explore. There is a sense of community that makes people feel welcome.

1 month ago

Positive

- Don’t do it

1 month ago

Negative

- Manage the costs down of any logo refresh. $250,000 is too high

1 month ago

Negative

- Where does this nonsense come from?

1 month ago

Negative

- Find something else to waste your time about.

1 month ago

Negative

- Please instead consider spending town funds on assessing and removing 100+ year old trees that are constantly falling on and damaging power lines, houses, and streets every time the wind blows. Please instead consider spending town funds on fixing the sidewalks, which are broken, uneven and dangerous.

  1 month ago

  Negative

- No

  1 month ago

  Negative

- I would love a new logo/branding of the town but I do not want to pay this town any more than I already do!

  1 month ago

  Negative

- Good to finally get behind the appropriation of native American imagery. Even the Washington Commanders eventually got around to it.

  1 month ago

  Positive

- no more building and taking away open space or reconstituting space with condos etc,

  1 month ago

  Positive

- I like the current logo quite a bit. There is value in holding on to historical things and it also helps explain the Native American sounding name. Not easy to spell either....lol

  1 month ago

  Positive

- Leave it alone. Put your focus on other priorities

  1 month ago

  Neutral

- do not waste $ on anything dumb

1 month ago

Negative

- This is so dumb. Focus on improving the village not spending money on new branding.

1 month ago

Neutral

- There’s a lot to be said for tradition. Keep how it is.

1 month ago

Neutral

- While I like the idea of refreshing our logo and messaging, I don't believe it's worth the cost and believe there are better ways to spend the money for the community.

1 month ago

Mixed

- Grateful to be a part of this community for forty years! Mamaroneck is an exemplary place to raise a family, work in the city through convenient commuting options, and enjoy the beauty of our town

1 month ago

Positive

- Bringing together all our neighborhoods into one: Rye Neck, Larchmont, the Village and the Town should be one uniformed look!!!

1 month ago

Positive

- Please don’t change the logo

1 month ago

Negative

- Don’t change the logo

1 month ago

Negative

- By the mandatory questions it seems like you have already decided to move forward with redoing the logo unless it was an oversight on having the questions required to submit the survey.

  1 month ago

  Neutral

- Why are exploring expensive change of our identity?

  1 month ago

  Neutral

- Keep the current logo

  1 month ago

  Neutral

- Just stop

  1 month ago

  Negative

- What are the town's views on the other old logos including Poseidon and the gazebo?

  1 month ago

  Neutral

- good luck!

  1 month ago

  Positive

- I don't know why neighboring towns put much more money into infrastructure we have a bustling downtown and industrial park. Why is our town so much worn out and old and the village doesn't have money to do basic infrastructure upgrades. I think finances are somehow isn't explained to the village why other towns have money and we dont and where the money is going.

  1 month ago

  Negative

- No representations of native people

1 month ago

Neutral

- No

1 month ago

Negative

- There should be open discussion at Town Hall meeting or form a committee of residents, educators and politicians to discuss same openly.

1 month ago

Neutral

- No

1 month ago

Negative

- NO

1 month ago

Negative

- It's nice to ask people what they want, but I would expect that most people cannot articulate what they would actually like, especially for something like the color palette for a town logo that was asked about in the prior question. Honestly, the overall look of the design matters far more than whether there is some gold in it or now.

1 month ago

Mixed

- Fix sidewalks so our elderly and our disabled neighbors can access resources libraries and local shops

1 month ago

Positive

- Incorporate the meaning of Mamaroneck, "the place where the sweet waters flow into the sea", into new logo.

1 month ago

Neutral

- Please upgrade our roads (too many pot holes) and add a sidewalk on Fenimore Road between 95 and Cornell

1 month ago

Neutral

- I haven't followed the updates on embezzlement allegations with the libraries administrator, and I don't know if this was resolved. Keeping corruption and embezzlement at bay, boosting, civic involvement, and communicating with the people with the survey is awesome. It's definitely a good step in the right direction, one of many that have already been taken by the Town Of Mamaroneck. Keep up the good work and keep getting better!

1 month ago

Positive

- How about using the money for proper crosswalks on Palmer Ave where there are no sidewalks. Every other town has flashing lights signs in the middle of the street to stop traffic and Mamaroneck Ave too

1 month ago

Neutral

- I'm a First American and a registered member of my tribe. The Mamaroneck town logo is not offensive. It honors the origin of this town and should not be used as a reason to change the logo.

1 month ago

Negative

- there is no need to change what we have and a waste of money

1 month ago

Negative

- Don't waste $250k of taxpayer money on a new logo. Please.

1 month ago

Negative

- We should NOT spend money changing our identity. Our taxes are already among highest in the country.

1 month ago

Negative

- we do not need to spend tax payer money changing something that IS NOT broken.

1 month ago

Positive

- Just change nothing

1 month ago

Negative

- This is a waste of time and money. Fix the bridge behind the avenue, its been 7 years. You should be ashamed of yourselves.

1 month ago

Negative

- Mamaroneck town has no harbor - why ask that question. With all of the things, the town of Mamaroneck board has to worry about what worry about a logo makeover at extraordinary cost. Focus on managing the town well keeping taxes and headcount low and costs manageable. I'm sure some person has complained about a logo, but they'll be gone in five years.

1 month ago

Neutral

- NA

1 month ago

Neutral

- Please respond to emails when we offer to donate 10,000 to the dog park

1 month ago

Neutral

- School district includes Town, Larchmont and Mamaroneck

1 month ago

Neutral

- The time to feature Native Americans on logos is past. That is inappropriate for our modern age. I'm glad the town is considering other options.

  1 month ago

  Mixed

- Build out more community programming and not just for families

  1 month ago

  Positive

- none

  1 month ago

  Neutral

- Please don’t involve anything politically divisive. It’s nice to get away from it when we are out enjoying our friends and family.

  1 month ago

  Positive

- Although this sounds interesting, I feel that money may be better spent for community services, climate resilience, affordable housing

  1 month ago

  Positive

- i have expertise in branding and logo creation, working for some of the world's most iconic brands--BMW, St Regis, Audemars Piguet, Fontainebleau and many hospitality companies. Happy to help. danahagendorf@me.com. gallantmediagroup.com 9173531164

  1 month ago

  Positive

- I think waterfront is most significant

  1 month ago

  Positive

- Outdoor movies in summer

  1 month ago

  Neutral

- As best as can be communicated in a logo - an inviting, welcoming and livable community

  1 month ago

  Positive

- The cliched image of an indigenous man in a feathered headband has definitely got to go.

  1 month ago

  Positive

- The current logo is racist.

  1 month ago

  Negative

- no

  1 month ago

  Neutral

- Logo is fine, Use an AI to design a few new logos if you must and then do a public consultation and vote if there's enough interest in the town for it. And save 99.9% of the proposed cost which is frankly beyond outrageous for a new logo design which will not be worth the cost no matter what they deliver because 21st century designers of these things end up proposing corporatized brand logos in style at the current era they happen to do it in and not unique designs with character that can outlive multiple graphic design trends and fashions. Just look at the example of NYC and what they came up with a decade ago. Does anyone think it will still be that in 50 years? $250,000 is better spent repaving US-1 which has never once been done since I moved here in 1999.

  1 month ago

  Mixed

- We should have signs that give the Native American meaning of the word Mamaroneck

  1 month ago

  Neutral

- The roads are in terrible shape considering the taxes

  1 month ago

  Negative

- Don’t overthink this or go “woke” just because. Mamaroneck is a Native American name. Don’t shy away from the past, just update the logo a bit so it’s not offensive to the native Americans who were forced out a long time ago. Please don’t do a NewRo w a sign like “city of homes, businesses, and houses of worship” as that is, frankly, EVERY city everywhere.

  1 month ago

  Neutral

- Curious to know what inspired the consideration of a new logo. As a lifelong TOM resident of Mamaroneck I have always felt proud of our logo honoring the native inhabitants.

  1 month ago

  Positive

- Mamaroneck is such a great town for so many reasons! The food, the beach, the nature, and closeness to NYC and other nice towns. We love it!

  1 month ago

  Positive

- The town needs to do a better job at vehicle traffic control. There are not enough left turn arrows at intersections and the traffic lights are not coordinated in order to keep traffic flowing which causes unnecessary congestion and driver frustration which leads to recklessness. There is also a need for speed bumps on many side streets to discourage speeding and stop sign enforcement should be better enforced as well. It appears that drivers think that actually stopping for stop signs is optional and many speed down residential side streets.

  1 month ago

  Negative

- We pay way too much in taxes already. Please don't waste funds on these kinds of things that are just going to make the taxes even worse.

  1 month ago

  Negative

- Stop wasting time, money, recourses on this topic.

1 month ago

Negative

- Good luck finding a logo that suggests the charm of mamaroneck And thanks for trying to get rid of that outdated and offensive current seal /logo

1 month ago

Positive

- None

1 month ago

Neutral

- none

1 month ago

Neutral

- Get rid of the Indian. Make Mamaroneck a coastal suburban commuter town

1 month ago

Neutral

- Please have a professional graphic designer create it, something the residents can be proud of.

1 month ago

Positive

- Please don't change our logo!!!

1 month ago

Negative

- We should embrace our present with renegading our past

1 month ago

Positive

- Please embrace the historical reality of our beautiful town

  1 month ago

  Positive

- My tax dollars have been wasted on this survey

  1 month ago

  Negative

- no thank you.

  1 month ago

  Negative

- Waste of $ Opposed to it

  1 month ago

  Negative

- Not interested in it requires tax payer money.

  1 month ago

  Negative

- Not sure what the driver is for this … that was not clear in the ask 250k not worth it as I cannot deduce where the payback is -

  1 month ago

  Negative

- No

  1 month ago

  Negative

- Let’s try to replace things in phases so we don’t have to spend too much money and increase taxes

  1 month ago

Positive

- Remove the dated Native American figure, unless giving true recognition/appreciation to the tribe originally here

1 month ago

Negative

- I believe that it would not be smart to change our logo because it would be destroying a piece of history, and our town is one of the most historic in all of Westchester. We cannot abandon our identity!

1 month ago

Negative

- Mamaroneck and Larchmont have a unique marine like atmosphere. Everyone loves the sea we should make the most of our relationship to the Long Island Sound…

1 month ago

Positive

- seems silly to change this, with no explanation as to why it's being considered in the note.

1 month ago

Negative

- Nice to be asked

1 month ago

Positive

- No

1 month ago

Negative

- What a waste of money this is Consider a nice town pool for recreation instead of nonsense with themes

1 month ago

Negative

- If the idea is to make sure that the town imagery is not derogatory to Native Americans, the local Native American community and experts should be included in this exercise. As there is a rich history in the area of Native Americans, that shouldn't be erased, but should be celebrated respectfully. It would be a shame to, in the attempt to not have offensive imagery, accidentally further white wash the areas history by not including the Native American community whatsoever. Otherwise, the rich history and colors and ties to the Sound are what makes Mamaroneck unique, and should also be honored.

  1 month ago

  Mixed

- The Town of Mamaroneck is a historic town. Leave it alone. Stop trying to please a small group of people.

  1 month ago

  Neutral

- Leave it alone.

  1 month ago

  Neutral

- We live in a wonderful and diverse community and I'd like to have that represented.

  1 month ago

  Positive

- I dont support any change to the towns logo at the tax payers expense. No one chooses to the live in or leave a town because of what is on the side of sanitation vehicles or parks dept. Trucks. It would be completely unnecessary and just add to an already expensive town to live in.

  1 month ago

  Negative

- water, trails, trains, small business

  1 month ago

  Neutral

- All material with the old logo should be updated and any new material should include it. It should be pronounced and all that live here should be made aware of its presence

1 month ago

Negative

- Please do not spend all that money that we could use for things we actually need, on changing our logo. Such a waste!

  1 month ago

  Negative

- Spending tax payer $ on this is wildly insane! Until there are zero potholes I

  1 month ago

  Negative

- Would be great to improve the roads more frequently. The town is awesome, please ensure that we get more retail outlets that are high end and not more restaurants.

  1 month ago

  Positive

- Please spend time on important matters that affect the community rather than a Logo change

  1 month ago

  Positive

- Keep the current logo

  1 month ago

  Neutral

- Focus on what unites residents and preserve our town's character, not on fixing something that isn't broken.

  1 month ago

  Positive

- Indian head should be removed and replaced with mature and water themes

  1 month ago

  Negative

- Leave the logo alone. The $250,000 estimate is unrealistic and way too low

  1 month ago

  Negative

- I had not focused much attention on the town logo before receiving this, other than to have been surprised that it has survived in its current form for as long as it has.

  1 month ago

  Mixed

- Seems unnecessary. Lot of other areas in the community need the money.

  1 month ago

  Negative

- Yes. Mamaroneck means "when the sweet water meets the sea". I would think a river flowing to the bay in the background is what Mamaroneck is all about.

  1 month ago

  Neutral

- A logo should not be a priority and is certainly not something that the town needs to spend any significant amount of money on.

  1 month ago

  Negative

- This is a solution looking for a problem.

  1 month ago

  Positive

- I didn’t mention parks & green space initially but that is a valuable characteristic!

  1 month ago

  Positive

- It would be great to update the logo, but not at our expense.

  1 month ago

Mixed

- Changing the logo should be the least of the worries. A colossal waste of money when there are other more important issues to consider.

  1 month ago

  Negative

- Changing the logo is silliness based on … what nonsensical thinking? Use the 1/4 mil to plant trees.

  1 month ago

  Negative

- the town needs to cut spending and look at shared services.

  1 month ago

  Negative

- As the logo is updated, please do not forget our indigenous roots.

  1 month ago

  Neutral

- Leave the patch alone

  1 month ago

  Neutral

- Please be smart financial stewards and do not spend money on this.

  1 month ago

  Negative

- No

  1 month ago

  Negative

- I'm supportive of this endeavor

1 month ago

Positive

- Please dont do this

1 month ago

Negative

- I am content with the current town logo/

1 month ago

Positive

- Focus on a caring, compassionate community connected by the beautiful water views

1 month ago

Positive

- No

1 month ago

Negative

- NA

1 month ago

Neutral

- Its a good idea to explore a logo that embraces the town as it is today.

1 month ago

Positive

- This is stupid stop and focus on make Mamaroneck great again

1 month ago

Negative

- If a change might one day come, keep it simple.

1 month ago

Neutral

- Just eliminate the logo altogether

1 month ago

Negative

- Keep the budget for this down, please.

1 month ago

Negative

- There should be some historical connection as well as an emphasis on modernization and sustainability

1 month ago

Positive

- Recognition of Native American history is still very important- see Scarsdale logo

1 month ago

Neutral

- please don't waste resources, time and energy on this project.

1 month ago

Negative

- I don’t think people will want their taxes to go up for a town logo.

1 month ago

Negative

- see earlier re indian head

1 month ago

Neutral

- Please don’t spend money on a new logo and updating signage when the funds could be used for school fields

  1 month ago

  Negative

- Supports a wide variety of interests and supportive of a wide diversity of people and interests.

  1 month ago

  Positive

- Stop building

  1 month ago

  Negative

- I don’t think most residents want tax increases.

  1 month ago

  Neutral

- Yes - don’t waste money reinventing a perfectly good “product”. Use resources to fix signage, pot holes, remove graffiti, remove trash from public spaces, support police and their efforts to create a safe environment.

  1 month ago

  Positive

- You are raising issues where none exist

  1 month ago

  Negative

- This seems like a waste of tax payer money and time.

  1 month ago

  Negative

- Yes do not spend money on a new logo

  1 month ago

Negative

- Definitely consider neighborly, community & collaborative while the most important thing is to honor our history, more informational signs about the history of the T.O.M. The schools have such a great reputation, it's a family, pet & environment conscious town too.

1 month ago

Positive

- There's no need to change the town logo. Especially if it costs the taxpayers money. Just stop.

1 month ago

Negative

- Look for pro Bono help

1 month ago

Positive

- Do not erase the current logo. If you do then you must get rid of the word Mamaroneck. Mamaroneck is an indigenous name too.

1 month ago

Negative

- Don't fix what isn't broken. The logo is FINE! Please stick with the heritage. Mamaroneck does not need a new logo.

1 month ago

Negative

- Please don't change the logo.

1 month ago

Negative

- No thank you.

1 month ago

Negative

- I think of anything else to add

  1 month ago

  Neutral

- Please don’t spend any more money of this nonsensical venture

  1 month ago

  Negative

- No

  1 month ago

  Negative

- Don’t differentiate too much between village and town. We are part of both.

  1 month ago

  Neutral

- The current logo with the American Indian is perplexing. On one hand it honors the American Indian heritage which is important. On the other, there is no other reference to them at all and the logo could be interpreted as somewhat derogatory.

  1 month ago

  Mixed

- Please share the RFP with the community so the brand team can be local and truly understand the community culture.

  1 month ago

  Positive

- Why do it if it takes tax payer money to do it.

  1 month ago

  Negative

- Who is the indian on the current logo?

  1 month ago

Neutral

- More friendly logo

1 month ago

Positive

- Colors should be orange for the Tigers Don’t focus on the water, not everyone is a member of a yacht club People move here to raise their families, that should always be our focus. Please consider having a competition for local students to submit logo ideas, no need to waste money on consultants Please move quickly, the current logo is an embarrassment

1 month ago

Negative

- PLEASE don’t choose anything that suggests political choices. “Sustainability” and “diversity” are two such traps. Will be polarizing and will do an extreme disservice to the entire point of the exercise.

1 month ago

Negative

- Consider to have logo suggestions (perhaps a competition) from the community, including children from local schools, for the new logo. This could save considerable costs compared to using a marketing firm.

1 month ago

Neutral

- no

1 month ago

Neutral

- I like the current logo, I feel the Native American heritage needs to be part of the logo, just like Mamaroneck is a Native American name.

1 month ago

Positive

- Please do not spend $250k on a logo refresh this is not a priority

1 month ago

Negative

- No thank you

1 month ago

Negative

- focus on lowering taxes

1 month ago

Neutral

- Incorporating the water through logos or colors seems important

1 month ago

Neutral

- Don't waste time and taxpayer money on redesigning the logo.

1 month ago

Negative

- I would be in favor of a change but we should seek a less expensive cover up solution at first and then replace with permanent signage logos in a natural replacement cycle. 250k sounds like a lot of money to spend up front

1 month ago

Negative

- Just don't hide behind the logo. You are asking all these questions, and whatever you decide, stick with it. If it's a walkable Town, be walkabout. Friendly, be friendly. I don't think you'll live by your slogan and logo. So all this is not worth doing!

1 month ago

Negative

- Mamaroneck has always been a lovely village and even though they are building up all over the Sound Shore area it should try to keep the way of life that people are most comfortable with. There is nothing wrong with that type of balance.

1 month ago

Positive

- I think we should celebrate the towns diversity, both economically and ethnically

  1 month ago

  Positive

- Not sure this rebranding matters, when roads and traffic safety could use the resources. The impression people get when in the town matters more than what is on the stationary. How you feel is what lingers not what you see.

  1 month ago

  Negative

- Please don’t change the logo. It’s just great.

  1 month ago

  Mixed

- No

  1 month ago

  Negative

- This is a politician's huge waste of time and resources. Remember the town's Mission, honor that and all will be fine.

  1 month ago

  Negative

- History and tradition are a significant component to Mamaroneck. We have a large presence of generational residents and lifelong residents. My family arrived from Spain in the 1940’s and settled in Mamaroneck (Waverly Ave, to Richbell Rd then Henry Avenue). I am a lifelong resident of Mamaroneck (Henry Ave) and raised my children here (Waverly Ave to Highview St). Small town/Main St USA community is the reason I stay and is increasingly difficult to find elsewhere. Our history is also significant; we are Mamaroneck, we are where the fresh water meets the salt water. Please do not erase that, do not change the colors of the sign or remove the image of the Chief.

  1 month ago

  Neutral

- Please don’t spend money on this, NO-ONE CARES

  1 month ago

Negative

- .

  1 month ago

  Neutral

- I am worried taxes will increase if the town moves forward with updating the logo

  1 month ago

  Negative

- Please reconsider the energy being used to consider this change and focus on more important issues between the trimunicipality

  1 month ago

  Positive

- If it’s not broken don’t fix it, why the push to spend money a new logo

  1 month ago

  Negative

- I would like to see the logo changed to better represent our current community.

  1 month ago

  Negative

- Keep tradition

  1 month ago

  Positive

- some image to do with the sound, from Harbor Island or Manor Park or any of our local parks, possibly with seagulls

  1 month ago

  Neutral

- (Color question was odd) - again growing up in Mam'k made a wonderful childhood, safe, neighborhood friendly and memories from Harbor Island swim team with Steve Johnson, firemans carnival which was so much fun and not a fake amusement park - it was a town

with things like Fido Franks, Cooks, great Italian on Halstead Av and Carvel - too bad the clock can't be turned back - we need to remember our roots, our history and our need for compassion to one another as we live and share a wonderful diverse community in trying times.

1 month ago

Positive

- Please don't waste money on this. We keep hearing there isn't enough money for projects or schools. A new logo will cost far more then a few hundred thousand, leave it as is.

1 month ago

Negative

- Focus on real problems and not changing existing logos. Spend our tax money wisely.

1 month ago

Negative

- Logo should be simple, easily recognized from afar for use in flags.... I recommend you listen to this Ted Talk. It will give you the perfect inspiration to find the perfect logo for our town... one that can go everywhere to build a sense of community and identify. It's 18 minutes on YouTube called "Why City Flags May Be The Worst Thing You Have Noticed" by Roman Mars. It's really, really interesting on what to do/not do with town logos and flags.

1 month ago

Positive

- I'm all for this, but not for $250k. People drive like maniacs on Fenimore and when I check google street view, I can see that we used to have a sidewalk here. I'm assuming it got washed out and destroyed from storm damage and never rebuilt. We live so close to Mamaroneck Ave, but I would never walk with my children because it's not safe. We spend a lot in taxes. I'd much prefer that money go towards safe walking options than a new logo. Please make the area more walkable! Also, can't we do anything to beautify Fenimore on the way to the train? Maybe more trees or something to help the industrial feel and give it more of a neighborhood vibe. That's where I want my tax dollars to go

1 month ago

Negative

- No thank you

1 month ago

Negative

- If you decided to go forward with a logo redesign or refresh, I would suggest having it come from the talent in the community. A design student initiative from Mamaroneck High School, combined with AI design ability. But overall, I do not think the cost of new logo implementation is worth the expenditure, especially at a time of pressing civic need or tax reduction. Thank you.

  1 month ago

  Mixed

- Keep historical facts and blend in with current community characteristics

  1 month ago

  Positive

- Please dont waste money on feel good logo. Actually provide needed services for people- better after school option, aging programs/assistance, library events, bring back our sanitation or add home compost. Why spend actual money on looks??

  1 month ago

  Negative

- While refreshing the logo would be nice, I don’t think it’s a top priority. I’d focus on other quality of life projects ahead of the logo. Improving the roads and sidewalks comes to mind. Thank you!

  1 month ago

  Mixed

- Putting a person from a protected class as a symbol is overtly racist. It’s not debatable and it’s not up to White people. Ask an indigenous person how they feel.

  1 month ago

  Negative

- Make the change by all means! But don't spend a lot of money trying to change it everywhere -- we can phase it out over time.

  1 month ago

  Positive

- n/a

  1 month ago

Neutral

- This is such a waist of your time and mine. Our tax rate is one of the highest in the nation, we pay for water, electricity, have no school buses, have little town support or activities... Connecticut has far less taxes and way more to offer its citizens, why change something that does nothing for anyone. Boooooooooo thumbs down

1 month ago

Positive

- We have to move past images of First Nation people. The harbor, diverse communities, and support of the arts are our strengths. Thanks for doing this.

1 month ago

Positive

- The image should serve as an advertisement for the natural beauty of the area and without any political leaning, left or right. People are way too divided as it is.

1 month ago

Negative

- I'm very glad to see this, long overdue. Change this logo asap. While I appreciate the effort to gain Town input, please consider the perspective of the indigenous groups this is meant to represent and the heritage it is intended to honor. It's widely known that many Native American organizations oppose the use of indigenous people as mascots or symbols. I recommend listening to those who are directly impacted by the perpetuation of this imagery and stereotype. Native organizations are telling us the continued use of this symbol is harmful. Please listen to their voice.

1 month ago

Positive

- I think your estimate of 250k in transition costs are low.

1 month ago

Neutral

- This change could position Mamaroneck as a leader in progressive ideas as opposed to many of the rich white suburbs around us

1 month ago

Positive

- I am very supportive of a rebrand but not at a quarter of a million dollar price tag. Find ways to upcycle materials to align with the theme of sustainability.

  1 month ago

  Mixed

- This is a waste of time and resources. Youre telling me people are offended by an Indian? Amd the Town is willing to remove that minority from our logo because of it? Pathetic that you're entertaining such a racist and fear mongering discussion. I am ashamed of our town board and will vote accordingly.

  1 month ago

  Negative

- Stop growing Mamaroneck.

  1 month ago

  Negative

- Love the Town and its history

  1 month ago

  Positive

- No

  1 month ago

  Negative

- Why are we doing this survey? It seems that some special interest people have an agenda.

  1 month ago

  Neutral

- Emphasis on community and friendliness

  1 month ago

  Neutral

- I would prefer the town to focus on lowering taxes instead of spending money on something totally unnecessary.

1 month ago

Negative

- Were the Mamaroneck tigers. Those bumper stickers and magnets are immediately recognizable. Could be nice to mix the tiger mascot and nature somehow. We're a water/harbor town and have a diverse population.

1 month ago

Positive

- great project!!

1 month ago

Positive

- It seems very clear after taking this survey, the town has already decided to proceed and spend (tax payers) money towards the creation of a new logo. There are so many pressing issues that require spending our tax paying money to help our neighbors. It will be a very sad day if the town council chooses to move this action item above critical safety item for the town.

1 month ago

Mixed

- You shouldn't change history and money should be spent on more useful things

1 month ago

Negative

- Fiscally, spend money where it makes the most impact. Why change the logo if we have a full and robust community today? Spend the money to help in areas most impactful for those needing it most.

1 month ago

Positive

- You just sent a survey that is focused on something that will cost the taxpayers - how about finding at least one thing to lower my taxes

1 month ago

Neutral

- It’s exciting and brave to be doing this important work! I wish you the best!

  1 month ago

  Positive

- Mamaroneck residents pay very high taxes for the benefit of living here. Spending our money on changing a logo seems very misplaced, especially when our roads are in serious need of repair.

  1 month ago

  Negative

- Anything would be better than the arrowhead and the native american's head.

  1 month ago

  Negative

- Stop wasting money !! In the name of Correctness and awareness

  1 month ago

  Negative

- Why are we doing this?

  1 month ago

  Neutral

- While we need to be conscious of spending, this is a critical task that shouldn’t be delayed

  1 month ago

  Neutral

- Cccf

  1 month ago

  Neutral

- Not at this time

  1 month ago

Neutral

- Keep it clean with no personal artist's painting like the picture of the pilgrim on the side of the building in Larchmont.

  1 month ago

  Positive

- The town needs to be fiscally prudent as increasing taxes as re becoming an issue

  1 month ago

  Positive

- Do not mess with the logo!! Spend your time on things we all actually care about, like the cost of electricity, housing, water and taxes, which impact our lives on a daily basis. That is your job!

  1 month ago

  Positive

- Please focus our community's attention and resources on more pressing needs, such as flood mitigation and traffic safety

  1 month ago

  Positive

- Think the change is unnecessary

  1 month ago

  Negative

- Bad idea to change logo

  1 month ago

  Negative

- It would be great to coordinate logos with the Villages of Mamaroneck and Larchmont. Maybe then even locals will understand why we have 3 governments for such a small area.

  1 month ago

  Positive

- Why fix what ain't broke? Keep our history alive..

  1 month ago

  Mixed

- Focus on the budget. The Town is better when it is affordable, and that can be done through responsible (necessary) spending. Development needs to be curtailed, increasing the density makes issues like flooding, traffic, and overcrowded schools worse and does not make anything more affordable.

  1 month ago

  Mixed

- It is shocking that we have still have this overtly racist symbol. I applaud the effort to rectify this ongoing harmful imagery.

  1 month ago

  Mixed

- No

  1 month ago

  Negative

- People move here, and continue to live here for a suburban lifestyle. Not a city lifestyle. Please stop building apartment buildings.

  1 month ago

  Negative

- Continuous paved walking bike trail with community pool & rec center

  1 month ago

  Neutral

- Themes of boating/sailing/water should feature

  1 month ago

  Neutral

- What a waste of resourses

1 month ago

Negative

- No reference was made in the options to the reason why the current logo is not acceptable — I think it's good to make a change because of the inappropriate use of the Native American image.

1 month ago

Mixed

- Definitely do not use native American imagery

1 month ago

Negative

- There is no need to waste money on logos when funds are direly needed in other areas!

1 month ago

Positive

- no

1 month ago

Neutral

- I hope this survery is not costing tax payers any company

1 month ago

Positive

- It seems like 250k of tax payer could be spent on other items that might be more important than the logo. Wondering if there is way to agree on the new logo and phase it in with the useful life of the town property. Example - Uniforms will eventually wear out, town cars will eventually be replaced, etc.

1 month ago

Negative

- To spend our tax dollars on changing the logo is ridiculous and waste of our money. Are you even thinking about the amount of logos that are out there and they would have to be changed. Stop waisting your time and ours and our money on something that is not an issue. How about fixing our roads and streets and making it a safer place for our children.

1 month ago

Negative

- I have NO interest in a new logo. NONE.

1 month ago

Negative

- I like the cerrent logo in that it sets the tone for the strong founders of the land. However, it is no longer relevant. Mamaroneck is a vibrant amazing and modern community, with amazing schools a strong community and located in one of the best parts of westchester with access to amazing cities only minutes away, not to mention a short commute to manhattan. A wonderful place to raise a family. The main reason I would change th logo is because Mamaroneck is a modern community and the current logo doesnt not reflect that at all.

1 month ago

Mixed

- Why are you wasting time and money with this? Do we not have more pressing needs that deserve the government's attention? This quiet attempt to get feedback, not everyone will have noticed this email, better be followed with a more public vote.

1 month ago

Negative

- I very much liked the road signs that were placed on BPR and Weaver Street. Sadly, the Weaver Street signage did not survive. But the color (brick or rust) was very eye catching and appealing.

1 month ago

Mixed

- I'd like to see the drains on the roads and the brook and duck pond better maintained to address flooding . Taxes are also getting out of control and pricing out middle class homeowners . It's becoming a place for only the wealthy or the poor who live in subsidized housing .

1 month ago

Negative

- Stop spending money on things that are completely unnecessary! The town is not a brand that needs a new logo. Want people to move here and open businesses here? Spend the $250K on upgrading Harbor Island Park or downtown revitalization instead.

1 month ago

Negative

- No

1 month ago

Negative

- Please do not spend any resources on this. This has all the makings of government waste.

1 month ago

Negative

- Actual Native Americans in the Town appreciate the logo and do not want it to change.

1 month ago

Positive

- Please elevate to level of Greenwich, Scarsdale and Rye

1 month ago

Neutral

- Town is in transition- Focus on the community, place to settle, raise a family, suburban escape with so much to offer in the parks, shoreline, downtown scene.

1 month ago

Positive

- Surely the Town has higher priorities than a logo. The time and money spent on this would be better spent on flood mitigation, traffic control, improving public spaces (the fields available to kids for sports are pathetic), or just saving he money to keep taxes down in future years all come to mind. Do not let a vocal minority bully the Town into something that is inapporpriate.

1 month ago

Negative

- Would love to see the town embrace our coastal location. and taking more environmental initiatives.

1 month ago

Positive

- I think removing a native american is a good idea and I would stick to something very neurtral like a sailboat, park/tree, etc.

1 month ago

Positive

- The indigenous "mascot" is inappropriate and hurtful. It essentializes the Siwanoy people who never ceded their land, and suggests that Mamaroneck lives in harmony with Native principles, when in fact we do no, nor do we acknowledge any indigenous contemporary residents or otherwise educate ourselves about that past. It's also a very strange way to signal that Mamaroneck is a diverse, inclusive and welcoming community that respects the complexities of American history and invests in a vibrant and modern future. Thus, in addition to signalling that the Town is (perhaps inadvertently) racist, the current logo also suggests that Mamaroneck is stuck in the past and not a future-facing community, committed to supporting the innovation and positive change that any town requires in order to meet the dynamic needs of its population. I would also like to register my disappointment that this sensitive and important process has been outsourced to an online summer survey.

1 month ago

Mixed

- This is the type of woke nonsense that will get Jane Elkind kicked out of office in the next election

1 month ago

Negative

- As a retired teacher I suggests the Town and the Village to look very deep into the school administration how the money it is SPEN .

1 month ago

Neutral

- With all of the other issues and high expenses that plaque the Town who thought that this was a good idea to focus on. At least the Town was willing to create this survey, thank you. Will the results be published?

1 month ago

Positive

- For me some of the sights in Mamaroneck and Larchmont remind me of Sag Harbor, for instance the homes along Prospect St or when I walk down Delancey and see the sailboat

masts in the harbor above the rooftops. With some minor tweaks "the Avenue" could be as charming as Main St in Sag Harbor or Westhampton Beach.

1 month ago

Positive

- I would like to reiterate that a new logo is an unnecessary waste of time and money. Government officials should be improving services and reducing taxes instead.

1 month ago

Negative

- no

1 month ago

Neutral

- Yes, please stop wasting peoples time and possibly taxpayer money on something that should be so far down the list it never comes up.

1 month ago

Negative

- New and changed is not necessarily better. They are just different and will be a lot more expensive than indicated. The cost of logo, color and name changes are the bad gift that will keep on giving as yet another change will be thought of or one more thing will be added to the list of items to be changed. I respectfully ask how do expenditures caused by changes contemplated improve Town life, infrastructure, peoples' lives or the cost of living in Mamaroneck? I submit that the expenditures will not result in an economic improvement in the lives of Town residents or the Town itself.

1 month ago

Negative

- Please leave the logo as it is and don’t waste money changing it when there are plenty of things that the money could be better used for. Use it to better support police, fire, sanitation and other services.

1 month ago

Negative

- no

1 month ago

Neutral

- No

1 month ago

Negative

- I am a branding professional with experience in community rebranding. Reach out to me if you're interested in exploring a partnership. Jody Ordioni. Brandemix. Jordioni@brandemix.com

1 month ago

Neutral

- I am grateful this is being considered as much as I appreciate the history here. We are allowed to emphasize the better parts of history without it being erasure. Thank you.

1 month ago

Positive

- Let's not waste time and energy fixing a problem that does not exist. In Europe, modern cities have ancient symbols. we do not have to change things for the sake of change. We can keep our roots.

1 month ago

Positive

- I don't feel like the TOM has much of an identity, other than the school district. The Villages have clearer identities and most people don't even know the relationship or geographic boundaries between the TOM, VOM and VOL. It all seems confusing, redundant and unnecessary. I think our proximity to the sound is a key identifier but the access to the sound is mainly in the villages, I think. I don't like the current logo but spending $250K to revise it seems like an awful lot.

1 month ago

Negative

- You estimate is much too low. Any change will cost millions, and it will alienate all but a few loudmouth woke residents. Our taxes are too high, sav the money so there is less of a budget fight next year. Or, if you just can't help yourselves and need to spend it, how about some left turn arrows Palmer Ave/Weaver St or Plamer/Richbell? How about addressing flooding? $250,000 plus grants could go a long way to improve the field behind Hommocks

school. There is no shortage of ways to improve day-t-day life in the Town. A logo does none of that. No one makes any decision based on the logo.

1 month ago

Negative

- We really don’t need to spend our tax dollars at the moment rebranding our logo. That could be put to much better use. Something that could benefit the community. I understand the logo is outdated but it doesn’t keep prospective home buyers away.

1 month ago

Negative

- Could keep some tie to the previous logo/history with a feather or something, but more general warm simple logo with a boat and greenery is nice.

1 month ago

Mixed

- Include an arrowhead in the new logo as a nod to the past but no Indian head

1 month ago

Neutral

- don't cave to the woke crowd

1 month ago

Neutral

- Stop spending money which increases taxes and makes the neighborhood unaffordable. With the insane 20% inflation since covid many families are feeling the crunch. This is not a good time to redesign the logo and spend 250K.

1 month ago

Negative

- The only ones that care about a logo are those with nothing better to do. A logo will not help with flooding, traffic, or reign in runaway taxes. A local municipality should focus on basic services, police, fire, roads, parks. It's offensive that with our taxes the way they are, where the budgets cannot pass, the Town government would even entertain something that will cost what this will cost (and it will be many times more than what is estimated).

1 month ago

Negative

- Please don’t waste our taxpayer dollars on this - flooding issues and school maintenance should be the focus!

1 month ago

Negative

- We should try to reflect our tie to Indian tribes without a depiction of a Native American. It could simply be an ancient tool or elements (water, trees, rocks) and something that ties to their historical relevance.

1 month ago

Neutral

- Spending $ on a rebrand seems woefully unnecessary. A rebrand? Seriously? Does nothing to improve the quality of life for residents, businesses or visitors. Put $ towards parking, homes/condos/townhouses for older residents to move in place and traffic flow particularly BPR & Orienta & Rockland & Delancy

1 month ago

Negative

- My husband is a logo designer. It would be nice for the logo to be designed by an actual resident. His name is Stephen Cannarelli. Scannarelli@gmail.com. His portfolio can be found at StephenCannarelli.com

1 month ago

Neutral

- Don’t change a thing

1 month ago

Neutral

- Consider the feelings of the native Americans who were slaughtered and driven off their land

1 month ago

Neutral

- This survey and its expense is just completely unnecessary

1 month ago

Negative

- Thought it was wrong to make the cost so prominent in survey

1 month ago

Negative

- I don't think the image of the indigenous person reflects our town. While it may be a reference to our early history, the image itself feels like a caricature that could be deemed harmful to modern-day tribal culture. I prefer a reference to our physical surroundings, specifically proximity to the shore and/or homage to the neighborly aspect of our town. I also think that while the cost may feel unnecessary to some that there would be ways to phase out the old logo over time that would mitigate the cost.

1 month ago

Mixed

- Most important-achieve the "friendly village" moniker, by getting serious about green spaces, cleanliness, refresh decrepit areas, fix Thompkins bridge to alleviate congestion, recalibrate traffic lights to ease flow (esp.Mamk Ave). Elevate Harbor, clean up/restore BPR between TOM/MHS, PLEASE fix Halstead Avenue blight and hideous train station. Restore this beautiful historic Village. Outdoor dining easier for restaurants. Create safe green spaces with benches and gardens for elderly. More happy playgrounds, add (?) bowling, roller skating, game room for teens?? Soften psychotic LED lights especially at Harbor. Village Visit UWS around 86th-89th. Create park like the one on 89th off Columbus. Create Trees-On-The-Sound Village. Plant colorful flowers in all the abandoned places. Get better quality, affordable food establishments. Clean up Sound. REMOVE LITTER. Scrub sidewalks. Maintain! Cheer us up!

1 month ago

Positive

- "One cannot and must not try to erase the past merely because it does not fit the present." - Golda Meir

1 month ago

Neutral

- The Indian head logo is outdated, offensive and does not communicate anything historically meaningful about our community, except to highlight the historic displacement of local indigenous peoples. The logo harkens back to a time when using other people's identities as branding was considered acceptable. Today it broadcasts the message that Mamaroneck is apathetic, insensitive, and woefully behind the times. It should have been changed decades ago.

1 month ago

Negative

- Change it!! It’s about time

  1 month ago

  Positive

- really, cut the crap and leave it alone

  29 days ago

  Negative

- No thank you

  29 days ago

  Negative

- Do not change the logo.

  26 days ago

  Negative

- No

  26 days ago

  Negative

- A Town Government that wants to interact with the people that live here

  25 days ago

  Neutral

- If it’s between $250k to invest in a racist logo or $250k to improve our sidewalks or teacher salaries, I’d choose the latter. No one pays attention to town logos. For the few people who call it out, ask them where they’d rather put their tax dollars.

  24 days ago

  Negative

- no

24 days ago

Neutral

- Sausages

24 days ago

Neutral

- It’s a logo. Nobody picks a town for a logo. Don’t waste money on it unless you have to

24 days ago

Negative

- I believe that the estimate costs and resources for this endeavor could be used better elsewhere.

24 days ago

Negative

- Responsive, accessible, local government.

24 days ago

Positive

- A new logo could be phased in overtime and doesn’t need to happen overtime. Use the new logo as things break and need to be replaced

24 days ago

Negative

- More restaurants (dif genres) and shopping Fix movie theaters on Palmer to make it more competitive to Mamaroneck ave

24 days ago

Neutral

- In terms of priorities, I don’t think this is needed. I’d rather us focus on other needs.

24 days ago

Negative

- I would love to help with the project, feel free to reach out! lzzo.joanna@gmail.com

  24 days ago

  Positive

- Emphasis on Coastal which seems to be the only and most positive aspect of Mamk

  24 days ago

  Positive

- no

  24 days ago

  Neutral

- I would like a reflection of the logo that incorporates indigenous communities and puts their opinions first in the revamp of the colors and logo. For a town named Mamaroneck, it would be a disservice to erase the importance of the American Indian community that came before us.

  24 days ago

  Negative

- While referencing the Native American heritage, the current logo feels archaic and mildly offensive. I'd love to lean in a more progressive direction.

  24 days ago

  Mixed

- Again, "if it ain't broke, don't fix it." The most historical thing we have in the Town is its logo.

  24 days ago

  Negative

- Oppose a new logo and disapprove of this nuanced poll.

  24 days ago

  Negative

- Aren't there many more important things to focus on? Our infrastructure comes to mind. Get a grip and leave things alone.

24 days ago

Negative

- Sometimes, change is good; but always, heritage and history remain important. The current branding is attractive in all respects. Let it be.

  24 days ago

  Positive

- History should never be forgotten it should be celebrated

  24 days ago

  Positive

- Why no mention of the schools? That’s one reason I’m here.

  24 days ago

  Neutral

- No

  24 days ago

  Negative

- Please do not lose sight of the original owners of our land in the new identity.

  24 days ago

  Neutral

- Definitely consider how it's a perfect location near the sound and close to the city- like a little country of its own

  24 days ago

  Positive

- Would not be happy spending money on a rebrand of a label

  24 days ago

  Negative

- I think updated is not necessary, but if done, it should definitely nod to the past and the present. We shouldn't forget where we got our name from and who was here first, while celebrating the community now.

  24 days ago

  Positive

- Don't change a thing.

  24 days ago

  Neutral

- Please do not undertake this project.

  24 days ago

  Negative

- Yes Leave the logo alone. Do not spend s$250,000 changing it. I am opposed to spending that money on that project.

  24 days ago

  Negative

- I don't think we should change old things to a new logo since it would be expensive. It should only be used going forward and they should coexist.

  24 days ago

  Negative

- This survey is a waste of time and effort by the town.

  24 days ago

  Negative

- Show the actual colors if you're asking about a color pallet. It's a little infuriating that the first survey I've seen from the town in nearly twenty years living here is about a logo. That's about # 900 on the list of things we should care about as a community. How about sustainability priorities? Sanitation? Whether to merge services like police & fire to cut costs and reduce taxes? So many other more impactful things to get taxpayer feedback on. It comes across as rather amature management. Let's get more serious council members.

  24 days ago

Mixed

- I appreciate the concept here but honestly this logo thing feels like it is way down the list of things the town should focus on. Solve the traffic issues. Connect the towns walkways. Getting kids out and about is how you make this town better. Getting retirees and working families out and walking. Add sidewalks. Paint the rusty train bridge. More character, more murals. Make BPR pedestrian friendly. Someone is going to get injured or killed on Fenimore between the train and Winged Foot. Kids are going to keep getting hurt on the way to school. Knowing our kids and parents can walk around town safely is what we want. A new identity is a nice to have after we solve these real problems. People are struggling to pay bills, taxes keep rising. Even spending the money on traffic consultants sounds better. It would feel incredibly wasteful to spend money on a logo refresh right now.

  24 days ago

  Mixed

- Don't do this.

  24 days ago

  Negative

- Please find a better way to spend taxpayer dollars.

  24 days ago

  Negative

- Native American history is fraught with misunderstanding. I suggest moving away from that logo, and looking ahead.

  24 days ago

  Neutral

- A great place to live for all ages, with everything one needs to lead a full life, with the added benefit of easy access to NYC

  24 days ago

  Positive

- We have much more important things to see than a new logo.

  24 days ago

  Neutral

- Don’t change it

  24 days ago

  Neutral

- Reality on the ground, in the streets and parks, at the shore and out at night, is more important than a logo. Please consider better uses for public funds than making new logos, signs, and uniforms. We don't need those.

  24 days ago

  Neutral

- The question about spending money ($250K) was unclear. Will each household have to pay this much over time, or is the $250K the total amount split among all taxpayers? If the latter, then my answer would change to yes.

  24 days ago

  Neutral

- Again, at this time this is not worth the time or money

  24 days ago

  Negative

- Please listen to actual residents who take the time to fill out survey and participate in meetings, and not the whims of trolls on social media post who comment obnoxiously. Thank you

  24 days ago

  Positive

- Keep the quaint town and atmosphere that makes Larchmont a good community to raise your family

  24 days ago

  Positive

- Do not move forward with a logo change. This is a complete waste of time and money. This makes me have little faith in our local leadership if this is what they pinpoint as important monetary matters for our town

  24 days ago

Negative

- The roots and foundation of this community have always been what makes it so strong and appealing. To alter this is a disservice.

  24 days ago

  Mixed

- Help the flooded areas

  24 days ago

  Positive

- Change the logo now, don't spend $250k (nuts and what a WASTE!) to update everything. Keep the old logo as is where needed and change stuff when necessary over time.

  24 days ago

  Negative

- Stop with the apartments add parking fix the roads and bridges so we can fully divulge our funds to truly brighten up and make Mamaroneck truly functional again Clean water, provide ways for flooding an alarm system something like the Avalon has flooded Hello wake up the price of rent for a flood zone wake up!!!!!!

  24 days ago

  Positive

- Please stop wasting our money and improve our infrastructure. This proposal is silly.

  24 days ago

  Negative

- Would be great to honor the indigenous community that lives here originally in a dignified way, as well as the nature that makes up the environment in Mamaroneck (waterways, etc)

  24 days ago

  Positive

- Waste of taxpayer dollars… leave logo alone

  23 days ago

  Negative

- I knew logo seems like a possibly good idea but we need to find ways to pay for it.

  23 days ago

  Mixed

- Put. Back free parking so more people can shop in town and won't leave to shop elsewhere. It hurts small businesses.

  23 days ago

  Negative

- Waste of money. How much does this this "survey" cost… it's not a survey, it's a way to get ideas.

  23 days ago

  Negative

- Include native americans history into our logo

  23 days ago

  Neutral

- Become aware of unique differences and reflect them well.

  23 days ago

  Positive

- I don't think we have a strong tie as a community to our native American past, so our current logo probably reads as insensitive and out of touch. Maybe we can refocus on our coastal location and strength of the community.

  23 days ago

  Neutral

- Please do not move forward with this project. It is a waste of my tax dollars.

  23 days ago

  Negative

- I would hope these changes would reflect input from our American Native populations.

  23 days ago

Positive

- Logo should be relevant in years to come, so the focus should be on history, tradition, geography, not current culture or events which might become outdated soon

23 days ago

Neutral

- Taxes are astronomical. I have friends in Rye that pay only a little more than I do for significantly more land and house. Flooding is a problem and needs a lot of money to fix. If the story is right that absentee landlords charge exorbitant rents causing our businesses to struggle that's an issue not easily overcome. We have a few decent restaurants and nothing really to speak of for shopping. what is this log supposed to accomplish. People already come here and keep the cost of housing high because of proximity to NYC and good schools. Fix the structural issues first and then rebrand., Otherwise I'm not sure what your drawing people to. The new Dunkin that will cause traffic issues in downtown Larchmont or a huge restaurant with no infrastructure to support its patronage? A growing Starbucks? More apartment buildings raising the density further with the same two bridges cutting over 95 and MTN? What are we trying to accomplish for another $250,000?

23 days ago

Mixed

- It is important for all residents of our town to know Mamaroneck’s history!

23 days ago

Positive

- Fix the town, not the logo. Stop wasting peoples time and money and actually make the mayor work for the town, not against it.

23 days ago

Negative

- Don’t peruse this. Please use our tax dollars wisely.

23 days ago

Negative

- I want the logo to change, it seems wrong to use the old one.

23 days ago

Negative

- Please don’t “sell out”. Remember what makes Mamaroneck special. Don’t destroy what it already has. Because I don’t live there anymore… I know what it has that other cities and towns don’t. It is something special and fleeting in this world of “progress”. I will be trying to move back to Mamaroneck because it’s walkable, friendly, and wonderful.

  23 days ago

  Positive

- It shouldn’t be the logo that defines a community, it should be the reputation.

  22 days ago

  Negative

- The majority of the community does not want to change the logo - especially our Native American community. It is extremely sad and disappointing that we would try to erase this beautiful history.

  22 days ago

  Negative

- Yes, don’t touch the current logo. Any single dollar we may have to spare should be spend on roads and sidewalks improvements and traffic safety. For god’s sake, a mom and an innocent child were mauled down by a school bus when crossing on a crosswalk in a green traffic light and you want to spend money on a logo. Shame on you!

  22 days ago

  Negative

- Mamaroneck translates from a Native American name, from a the historic Native American Siwanoy Tribe, meaning “where fresh water meets salt water”. The patch is already self representing. What is so offensive about this? This is a priority? 250k? Who’s getting paid from this? This is history. There’s nothing to be offended about. There is also probably not one actual complaint, just typical liberal outlooks and propaganda.

  22 days ago

  Mixed

- Green area with parks and conservation areas important but most important, in my view, is proximity to water =recreation, beauty, meditation

  22 days ago

  Positive

- We must get rid of the Indian profile and arrowhead. It is offensive and embarrassing. I am so glad that Mamaroneck is moving this initiative forward.

  22 days ago

  Mixed

- It would be more transparent if you if you have a public survey we all see the answers to

  21 days ago

  Neutral

- I love that I live in such a beautiful community where I know my neighbors and we all feel vested in making it a better place! I also love that a short train ride away I get to fulfill my professional dreams on daily basis in the center of the world for my chosen field.

  20 days ago

  Positive

- None

  20 days ago

  Neutral

- Include the native/first people groups in your choice of logo to best represent them

  18 days ago

  Neutral

- The current logo is currently inappropriate and it is important that the Town respect the opinions of the groups this logo was originally meant to honor.

  16 days ago

  Negative

- Consider the animals and environment that define the coastal area we live in: ospreys, marshland, confluence of Sheldrake and Mamaroneck rivers etc.

  15 days ago

  Neutral

- I'm a graphic designer if you need help! You can check my work at: www.gabrielabornstein.com

15 days ago

Neutral

- Taxes are high enough, Why would you consider spending money to change a logo. You should be spending money to improve the lives of the residents. If you want to look for grants, see above.

14 days ago

Neutral

- You can change the logo over time without a large spend.

14 days ago

Positive

- So much money is wasted changing logos that don’t need to be changed when it could used for much more needed projects

14 days ago

Negative

- No

14 days ago

Negative

- The native American doesn't reflect the community today. I say as someone who lives in the unincorporated town and actually understands the municipality structure, the Town doesn't have much identity and doesn't necessarily need one. The Town is in a hard spot, essentially operating as a village for many of us and as a "distant" layer for the villages -- what identity covers all of that? Connection and connectedness are the Town's purpose.

13 days ago

Neutral

- its unclear what this survey is getting at. ie. whats it even about? ToM is accessible and close to nyc as well as the water. everything else is incidental. parks arent special. food is average. people are smart and successful but not very cool. taxes astronomical. extremely socially stratified. too much golf/yachts. parks old fashioned. culture non existent. wide pedestrian-unfriendly roadways like bpr and i-95 define the outdoor spaces. tree canopy is decreasing. water (Sound) only accessible really to weathly yacht clubbers. ToM is about NYC, lets face it. the logo should be a view of the nyc skyline as seen from looking across the Sound. or of the commuter rail. we are nyc accessible—that is what sets us apart and is our main draw.

13 days ago

Mixed

- Convince the school district to provide buses. It will reduce traffic.

12 days ago

Positive

- Waterfront community

12 days ago

Neutral

- Thank you for asking for feedback

10 days ago

Positive

- Scarsdale has a Native American in its logo and I think it's good for us too

9 days ago

Positive

- Stop being a sanctuary town.

8 days ago

Negative

- instead of re-branding the Town we should be sharing more services with the Villages of Mamaroneck and Larchmont - we are one community, why are we charging our residents additional recreational fees because we are not in the Villages or the Unincorporated areas.

7 days ago

Negative

- An unnecessary fix. Leave well enough alone

2 days ago

Negative

- TAXES TOO HIGH

  2 days ago

  Neutral

- the Town needs to hold Town meetings to learn the Town's history, to hear from regular citizens not just the elite few, Town officials need to seek input from Town residents, ALL TOWN RESIDENTS SHOULD be asked for their opinions not just those who signed up for online notices-- everyone who pays taxes should be sent a form to fill out

  2 days ago

  Neutral

- the Indian head is sorely out of date and may not even be acceptable by today's standards. The color blue is cold and unwelcoming

  2 days ago

  Negative

- The logo isn't bad, it just needs some modernization. Thematically it shouldnstay close to what it is. But if the residents don't want to pay $250k for repacement that should be heavily considered.

  2 days ago

  Mixed

- The town could use so many updates in terms of what is offered where the shops are, restaurants. We live in Larchmont but prefer going to Rye way more because it’s such a nice town area

  2 days ago

  Positive

- The town needs to work together and communicate more with the VOM and the VOL to be more inclusive of those who live in and pay taxes to both. There are often competing events (outdoor concerts, movies, etc.), The HMX outdoor pool complex needs to be renovated. The hours of the summer swim team and the regular pool hours during the school year need to be more inclusive of the community’s needs, not just outsiders (Badger, etc.). There would be more members if the community’s needs were considered over outside needs (just want to collect money from others rather than make locals feel welcome). I wish I had a pool I could go to to work out in and not have to fight for a lane.

  2 days ago

  Neutral

- This is such an unnecessary project that will lead to waste and loss of resources. Absolutely stupid idea, definitely against it.

  2 days ago

  Negative

- Please take care to avoid “woke” themes. Please focus on the history of the town, the schools, that it is safe and secure, that the towns people are good and focused.

  2 days ago

  Positive

- good luck!

  2 days ago

  Positive

- Mamaroneck is a place where people are safe, cordial , civic minded and welcoming of those individuals that adhere to to the values of the United States and the laws of the nation

  2 days ago

  Positive

- Great Idea to change logo. Needs refreshing!!!

  2 days ago

  Mixed

- Use that funding in a more productive way. Garbage pails by bus stops and benches. Get rid of graffiti on tunnel building for metro north In memorial park- fix overpass- fix sidewalks

  2 days ago

  Neutral

- You are here to serve the residents Not the civil service Workers. Put residents as a prioriry

  2 days ago

  Negative

- Non-political.

  2 days ago

Neutral

- The $250,000 cost is very steep. I am a big fan of making this logo transition but I wish there was a way that we could phase that in. We should get rid of the Native American reference as it feels like we're co-opting someone else's identity - not refering to history. It feels uneven, irrelevant and conservative.

2 days ago

Negative

- It is absolutely absurd to be spending tax payer’s money on this. We have so many other larger and more pressing issues in this town - Our kids don’t have enough grass/fields to play sports on, the potholes are atrocious and dangerous, trees get planted and routinely die, flooding is out of control, red tape rules the town board. Let’s spend our efforts and monies where they matter.

2 days ago

Negative

- The logo needs to be considered from a cultural standpoint. Have members of the indigenous community approved the current logos. Is it historically accurate? It is insensitive? Whether it stays or is changed, what will be done to accurately reflect the history of Mamaroneck and honor those that originally lived here. Mamaroneck must do the right thing.

2 days ago

Neutral

- Wish they would take out the parking meters on Mamaroneck avenue. I try to find restaurants where parking is free, so losing business here.

2 days ago

Negative

- I thought about how I would describe this place as I wrote my adjectives. I'm shy and a homebody but the people I've met throughout dining, shopping, and exploring here at local events and volunteer opportunities have been lovely. This is home to me.

2 days ago

Positive

- Stop wasting time and money. Lower the fees at Hommocks and save 250000.

2 days ago

Negative

- Please bring the fractured mini fiefdoms together to coordinate services and produce better value for the taxpayer.

2 days ago

Positive

- Sound Shore's best kept secret, so much to do for kids you can't possibly do it all, great schools, great recreation activities, welcoming community members, historic gem (Cooper, Delancey, Fenimore, Rockwell, guy who wrote Santa Claus is coming to town, the exorcist, etc), downtown with popsicle store!, walkable, welcoming

2 days ago

Positive

- I do think it is important to acknowledge the indigenous inhabitants of Mamaroneck as part of the Town's history and future logo, but in a modern and respectful way.

1 day ago

Positive

- We need traffic light by highview street crossing old white plains rood

1 day ago

Neutral

- Look to other villages as a model. For example, Garden City/Mineola on Long Island is "The Friendly Village." Whatever slogan we choose, it should be a way we would like our citizens to behave, interact, and embody the principles of. I notice that citizens take pride in having a shared identity - maybe if we called ourselves "The Friendly Village" people would act more friendly? Or Neighborly?

1 day ago

Positive

- Focus on what people actually want. Look at rye as a great example.

1 day ago

Positive

- changing our logo seems unnecessary to me, especially at a 250k cost. Please focus on pausing further development.

1 day ago

Negative

- Make the logo simple .

1 day ago

Positive

- Rather than spending money to superficially change perception, why don't you spend money on making changes to address real challenges/shortcomings (I.e. lack of daycare options, high cost of living, flooding, mosquito infestation, etc.)

1 day ago

Neutral

- Don't waste our money on unnecessary spending. The money could be spent on so many other things to make our town look beautiful. Do t waste it!

1 day ago

Negative

- Better flood contingency plans. A way for less traffic on Mamaroneck Ave. Also, please for the love of God. Talk to Larchmont about putting a green arrow light on both sides of the street for the left lanes in both directions at the intersection of Palmer Ave. and Weaver St. Traffic doesn't flow smoothly and you have to guess if someone is making a left on weaver. Which can be dangerous and unpredictable

1 day ago

Neutral

- Install more sidewalks, bike paths, crosswalks, lower the speed limit instead of wasting money on a logo. This is idiotic.

1 day ago

Negative

- Stop spending money for nothing

1 day ago

Negative

- Do not do this - waste of resources

1 day ago

Negative

- No

1 day ago

Negative

- Time to update that logo - current logo isn't a great indication of our community's willingness to grow and learn /progress…

1 day ago

Mixed

- If we want to keep the logo we should consider than including rep of native decedents or provide resources to expand knowledge of the first people. If we change, perhaps a logo that represent community

1 day ago

Positive

- No.

1 day ago

Negative

- Please consider putting water sprinklers for children to use over the summer. Parks are great but none have water sprinklers.

1 day ago

Mixed

- As someone who has a career in branding and communications I feel strongly there is no need to reinvent this logo

1 day ago

Positive

- 250,000 seems unnecessary given recent budget restrictions (mosquito abatement, animal control)

1 day ago

Negative

- The town is congested. What used to take 5-6 minutes to get to now takes 12-15 minutes. Bad engineering at very busy intersections and careless driving contribute.

1 day ago

Negative

- I would like to suggest including the very large Hispanic community in the thinking g of our identity moving forward

1 day ago

Positive

- The residents of Old White Plains Road are greatly inconvenienced by the limited and restrictive parking situation. A way to help the residents of this street and improve quality of life is to demolish the existing St. Vito's Church and relocate it to the empty plot of land behind Mavis Discount Tire. Then, the Village should move forward with restricting parking on either the street or parking lot at the end of the street to residents and visitors ONLY. This will eliminate congestion from the church rush and relieve the strain already placed on residents by school traffic during the school year. Additionally, the Village must invest in flood preparation and adequate infrastructure in anticipation of extreme weather events in the future. Too many lives and homes have been needlessly lost in previous floods - losses that could have easily been prevented had the Village used tax dollars responsibly. Stop overbloating the police budget and start working on improving residents' lives.

23 hours ago

Positive

- I'm confused why the logo change is in discussion. It represents our history and I think we should absolutely keep it that way. I don't find anything stereotypical about the logo, it's nothing like what happened with the MLB Indians baseball team or the NFL Redskins.

17 hours ago

Neutral

- $ 150,000 to spend would be ok. Hard for me to say- what is the total budget of mamaroneck? What% to spend on this is a better question. What's impact on our taxes to do this? It's important I would think. What do local native Americans think of our logo? I would think not happy with it?

5 hours ago

Mixed

- Redirect $ for this project toward more critical issues—traffic (enforcing traffic laws), parking, pedestrian safety (no bike riding on sidewalks), just to name a few

4 hours ago

Neutral

- Would focus funds on quality of life - beautifying the town, helping people, not wasting on logos. Much more important things to spend time and money on.

3 hours ago

Positive

- I hope for the logo to be changed to something that's not rooted in genocide and stereotypes, while also having some official signage recognizing and explaining the atrocities that were committed against Indigenous people here. Then everyone can learn the history, but we don't continue to perpetuate the damage. I think in such a progressive location this is very doable.

3 hours ago

Mixed

- would like to add more safety to the kids who like to bike everyday to school.

2 hours ago

Positive