

RE: 64 Vaughn St
Meeting: HDC Work Session
Date: Oct 4, 2023

Dear Members of the Historic District Commission,

Oct 1, 2023

It is truly sad to see this lack of imagination on what to do with 8 windows which will be facing the pedestrian way of the Vaughn Mall. The proposed business for this building is a pharmaceutical company. In the character of the neighborhood, having almost anything instead of screens would be nice. Some interesting ideas might be:

1. A **14 X 20” picture** of a person who is alive today because of their medications with a story line underneath it, especially if the person received pharmaceutical assistance to pay for the likely \$30,000 per treatment cost. This would be a personal touch to want to know more about the company.
2. Various **lab equipment** used in the development of medication with each instrument identified. This might interest a young mind to realize that the instruments they use in science class can become future careers.
3. A **sequence diagram** of how medications make it to market, starting with idea, funding, development, clinical trial, first FDA approval, clinical trial, second FDA approval but also include failures and how they go back to step 1 or 2 and repeat. Medications don't always work out for what was planned but sometimes find alternative use. Many costs are not realized by users of medication with some taking over 7 to 10 years to finally receive approvals for use by the general public.
4. A **seasonal window** with something pharmaceutical related decked out seasonal gear. Check out many of the shops in the Vaughn Mall and around downtown. Changing store windows always create an interest to stop by and visit.
5. Something **Portsmouth related**. This is the location of one of their main offices, might be nice to show why it was chosen.
6. A simple **informational window** with the very basics about the company to intrigue looking up what the company does while sitting on a bench and seeing it.
7. A display supporting another **local business**, changing it every 3 months. Provided by the business of choice, perhaps voted on by the employees...maybe a favorite restaurant, coffee or clothing shop, theater, hotel or other venue.
8. A **historical review** of the site and the surrounding area using old pictures and story details to intrigue the viewer; both tourists and locals alike will stop to see this.

This is an insult to everything downtown in one of the core seating and walking areas for residents, employees and tourists alike. The saddest thing is that in this day and age of cell phones this company can't rely on people's curiosity to lead them to researching their company on their own. Reviewing these plans nothing will be left for the observer to think about.

Here is something to ponder. Gas stations have monitors that run continuous information. Has anyone said, "I can't wait to go back to that gas station and see the interesting stuff on the monitors?". Monitors as proposed may be looked at once but then will be a waste of electricity and provide annoying lighting along the Vaughn Mall. Just like gas station monitors, propaganda delivered in that fashion is usually ignored.

The purpose of having first floor retail is to invite pedestrians in. This whole idea seems tacky, not in the character of the neighborhood and shows a real lack of imagination and effort to become part of the fabric of downtown Portsmouth.

Respectfully,
Elizabeth Bratter
159 McDonough St, Property Owner