

IMPROVEMENT PROJECT

During the past two years on NE 2nd Avenue, where the FURST Shop is located, construction began for a new hotel and other buildings with no end in sight. Road delays and closures have been significant, resulting in a loss of drive-by and pedestrian foot traffic to our windows and front door. Then came COVID-19, forcing us to close, and our clientele did not come down for the 2020 season and quite frankly has yet to return to the block. We go days without a sole walking by, never mind coming in. Therefore, we have decided to freshen and brighten our visibility and exposure to bring more attention, not only to our store, but to this important shopping corridor of the CRA District. We are therefore coming to the Delray Beach CRA through it's "Site Development Assistance Program" for help making it financially feasible. Our improvement project for the exterior, is to install modern hurricane safe windows and new front door. In the interior we plan to enhance the lighting – both to create excitement from the street and to be more energy efficient. We will also need to update the fixtures and cabinetry that presents our luxury products and will allow us to offer a wider selection of goods. And lastly, a section of new carpeting will be installed to replace one that has been damaged due to years of wear over time.