



City of Waukesha
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Committee: Public Art Committee	Date: 6/3/2025
Common Council Item Number: Click here to enter text.	Date: 6/3/2025
Submitted By: Robin Grams, Associate Planner	City Administrator Approval: Click here to enter text.
Finance Department Review: Click here to enter text.	City Attorney's Office Review: Click here to enter text.
Subject: ID#25- Review and possible action on the draft Request for Proposals, Friedman Alley Murals- A request to approve the draft Request for Proposal for three murals in Friedman Alley	

Details:

In September of 2022, the City of Waukesha issued a Request for Qualifications (RFQ) to consulting firms across Southeast Wisconsin to develop a Placemaking Plan for Friedman Alley. Following this process, the City selected the Kubala Washatko Architects (TKWA) to lead the project. TKWA presented a final design concept aimed at transforming Friedman Alley into a more vibrant, artistic, well-lit, safe, and active public space. A key feature of the design includes the integration of public art, specifically seven murals.

To move forward with the art component, the City has prepared a draft Request for Proposals (RFP) for three of the seven planned murals. The project received a \$50,000 Vibrant Spaces Grant from the Wisconsin Economic Development Corporation, and an additional \$10,000 has been allocated from the City's Community Development Block Grant (CDBG) funds. The RFP invites artists to submit design proposals for one or more of the mural locations detailed in the document. Selected artists will be responsible for both the design and installation of the murals. Once approved by the Public Art Committee, City staff will distribute the RFP to artists throughout Wisconsin.

Options & Alternatives:

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Financial Remarks:

[Click here to enter text.](#)

Executive Recommendation:

The Public Art Committee should review and possibly act on the draft Request for Proposals document for the Friedman Alley Murals.