



**City of Waukesha**  
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<b>Committee:</b> Public Art Committee	<b>Date:</b> 6/3/2025
<b>Common Council Item Number:</b> <a href="#">Click here to enter text.</a>	<b>Date:</b> 6/3/2025
<b>Submitted By:</b> Robin Grams, Associate Planner	<b>City Administrator Approval:</b> <a href="#">Click here to enter text.</a>
<b>Finance Department Review:</b> <a href="#">Click here to enter text.</a>	<b>City Attorney's Office Review:</b> <a href="#">Click here to enter text.</a>
<b>Subject:</b> ID#25- Review and possible action on the draft Request for Proposal for the Artscape Placemaking Plan for the Riverwalk along Riverfront Street	

#### Details:

The City of Waukesha has drafted a Request for Proposal (RFP) to hire a consultant to develop an Artscape Placemaking Plan for the Riverwalk along Riverfront Street. Originally, the Central City Master Plan's "Artscape" tourism initiative focused on a three-block section of Main Street in Downtown Waukesha. However, after discussions with the Public Art Committee, the City has decided to shift the focus to Riverfront Street. This follows the 2024 approval of a similar Placemaking Plan for nearby Friedman Alley, which includes murals and artistically designed cabinets as part of a broader revitalization effort.

The RFP asks consultants to create a design and criteria for the Riverfront Street Artscape, incorporating elements such as public art, lighting, wayfinding signage, and street furniture. Proposals must include cost estimates for each component of the final design, as well as a final report summarizing the project. The total budget for the plan is capped at \$18,000.

#### Options & Alternatives:

[Click here to enter text.](#)

#### 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 Artscape Placemaking Plan for the Riverwalk along Riverfront Street