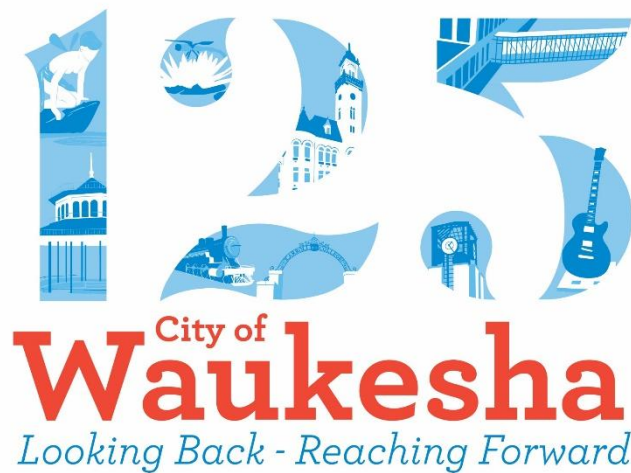


City of Waukesha Friedman Alley Murals



Request for Proposal

Proposals Due: August 1, 2025

Section 1: Overview of Project

Mission and Purpose of the Friedman Alley Murals

To create three murals to symbolize and commemorate the City of Waukesha's History and Culture in Friedman Alley

Project Overview

In September 2022, the City of Waukesha issued a Request for Qualifications (RFQ) to consulting firms in Southeast Wisconsin to develop a Placemaking Plan for Friedman Alley. After conducting interviews with multiple firms, the City selected The Kubala Washatko Architects (TKWA) for the project. TKWA engaged with City officials, stakeholders, community members, and property owners to begin designing improvements for the alley.

The final design concept presented by TKWA aims to make Friedman Alley more vibrant, artistic, well-lit, safe, and active. A central feature of the design is the incorporation of art, including the installation of seven murals on boards mounted to the building along the alley. To support the initiative, the City of Waukesha received the 2025 Vibrant Spaces Grant totaling \$50,000, along with \$10,000 in Community Development Block Grant (CDBG) funding. The City is currently seeking proposals for three of the seven planned murals.

Section 2: Scope of Work

Background

The City of Waukesha, WI is an award winning, growing community located along the shores of the Fox River, 15 miles west of Milwaukee. The City is the seventh largest in the state with a population of approximately 72,000 people.

The City has a thriving historic downtown boasting concerts, a farmer's market, and scenic Riverwalk. The location on the river, historic buildings, and strong artist culture all contribute to the unique character of the City. Waukesha also includes

great neighborhoods, excellent schools, and an award-winning park system with recreation programs for the whole family. All these factors work together to help make Waukesha a great place to live, work, and raise a family.

Waukesha has a proud history of Public Art which continues to grow. The city offers a Public Art walking tour during specific events that highlights approximately 20 art pieces around the Downtown. Downtown Waukesha is also a hub for local artists. The downtown has a long and rich history as an incubator for local artists and has a highly sought-after inventory of gallery, teaching, and studio spaces. The West End Artist Association organizes Art Crawls five times annual. These events are well attended and have been occurring since 1997.

The Redevelopment Authority (RDA) spearheaded the Central City Master Plan that was adopted in 2012, with the goal of revitalizing the downtown and creating an “urban lifestyle”. One of the goals was to create a positive experience while walking, parking, cycling, and driving downtown. The Friedman Alley design concept stems from the goals of the Central City Master Plan.

Scope of Work

Artists or others with similar skill sets are encouraged to submit design proposals for one or all of the locations. The mural must be an original piece that can withstand the elements. Multiple persons/agencies/companies may submit a collaborative proposal. If a joint proposal is made, the team should clearly list one person to serve as the main contact for the proposal. The artist will be responsible for installation of the mural.

Mural One



The mural would be located on the building at 300 W Main Street. It would need to be painted on a 3mm composite panel, then affixed to the wall. The size of the space is approximately 14'x14'.

Mural Two



The mural would be located on the building at 300 W Main Street. It would need to be painted on a 3mm composite panel, then affixed to the wall. The size of the space is approximately 10'x20'

Mural Three



The mural would be located on the north end of the building at 300 W Main Street. It would need to be painted on a 3mm composite panel, then affixed to the wall. The size of the space is approximately 8'x14'

Section 3: Proposal Contents, Provisions, & Requirements

Proposal Format

All documents must be in PDF format. Each submission must include:

1. Design concept for the Friedman Alley Murals, including the proposed location. Drawing or image of proposed work to be provided.
2. A narrative explaining the design concept and a description of the piece.
3. Materials to be used for the art piece
4. A timeline for completion and installation
5. Approximate dimensions for proposed artwork or structures
6. Cost for the design, fabrication, installation, and artist fee
7. Biography of each individual or company involved with the design proposal
8. Examples of previously completed and installed artwork or similar projects to that being proposed

Timely submissions of the design proposal(s) are the sole responsibility of the proposer. No fax, hard copy, or flash drive submissions will be accepted. All proposals become the property of the City of Waukesha.

Submission of Proposal

Responses must be submitted via email or an electronic cloud-based storage format (e.g., Dropbox, Google Drive, OneDrive, etc.). PDF's, access link(s) and any password(s) for password protected folder(s)/file(s) in the cloud storage shall be emailed to rgrams@waukesha-wi.gov with the email subject as follows: **"RFP Friedman Alley Murals City of Waukesha– *company name*" and received by August 1, 2025 by 4:00 PM (CST).** Please direct all questions to:

Robin Grams, Associate Planner
City of Waukesha
262-524-3749
rgrams@waukesha-wi.gov

City of Waukesha Requirements

Selected parties will be required to comply with the following requirements:

1. W-9
2. Must be able to satisfy all requirements pertaining to insurance
3. Sign the City's contract for consultant/artist services
4. Respondents may be asked to present their design concept at a Public Art Committee Meeting

Selection Process & Timeline

The Public Art Committee and staff will evaluate the responses to this request for concept designs based on the criteria outlined in the Scope of Work. The Committee may choose to interview finalists. Interviews would occur as part of a Public Art Committee Meeting.

Acceptance/Rejection & Negotiation of Proposal

The Public Art Committee and the City of Waukesha reserve the right to accept, combine, modify, or reject any proposal submitted.