

From: [rocky_nelson](#)
To: [Maria Pandazi](#)
Subject: Friedman Alley Mural Project
Date: Friday, June 5, 2026 9:39:23 PM

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Hi there my name is Rocky Nelson and I'm responding to an email about another mural project in downtown Waukesha. Although I had very limited time to submit a full mural for the wall space, I still wanted to see about adding my design to a portion of the wall (far left on image one toward edge of wall by light pole) it would fit on the wall as well as leave space for other artists to potentially work around it.

Before we go further could you take a second to check my instagram? It's rockynelsonart. It provides some examples of my work and I promise to bring full professionalism and potential into the mural job.

I'm applying for mural spot 1. And I can start production on it upon approval. It could be done within a few weeks after approval.

The concept behind the mural is pretty basic, vibrant colors, and love within the community. I incorporated "Waukesha" within a heart shape design. I hand painted this same design on canvas and it hangs on my wall. I love the design and I would love to bring it to life in downtown waukesha as a more 3-dimensional mounted piece.

I plan to make the heart a full wood cut out, with 2 separate wood layers to separate the lettering from the background to give it a more 3d look. It will be mounted on the wall to add a bit of unique shaping, and a different look compared to a traditional squared mural. It would be perfect for photo opportunities for the people walking through the alley. It's a good piece to bring vibrancy into the alley way, and I believe it would complement the rest of the building rather nicely as well. I would love to talk in person, as I'm not the best talking over email. Thanks in advance!

I have below the cost breakdown. Along with that I have the drawn up proposal and a did a little mock up of what it would look like on the wall. If you have any question feel free to ask! If you want to see more of my art work you can check out my instagram [@rockynelsonart](#)

Material cost

Wood paneling \$180
2x4s \$100
Wood screws \$15
Mounting equipment \$65-\$100
Primer \$30
Acrylic paints \$60
Spray paint \$60
UV protective/ graffiti repellent clear coating \$100

Total approximate material cost \$610-\$645

Labor costs and mounting

Overall mural production, painting and clear coating, preparing cutout making finished product before mounting \$2500

Mounting cost \$300

Overall cost \$3500

I can begin production upon approval.

Thank you for your time and I really hope you consider my proposal, I have a passion to become a mural artist and I want to eventually become a full time professional. I have plenty of years of experience with painting residences so I have a good idea of what it takes to have a professional job done. You won't regret it Thank you for your time.





Sent from my iPhone

On Jan 9, 2026, at 2:34 PM, Robin Grams <rgrams@waukesha-wi.gov> wrote:


Good Afternoon All,

I hope you are doing well. I am reaching out again to let you know that we are in the next phase of the Friedman Alley Project. The Public Art Committee loved your mural submissions and instead of sending out a new RFP, we wanted to reach out to you directly. We have identified another building in the alley for two additional murals at this time. Please see the attached document for more information.

The application and review process will be the same as we did the last time around. Please submit a design concept for one or both of the locations, along with a narrative explaining the design concept, and what materials will be used. We also ask that you submit an approximate timeline for completion and installation and the cost for design, fabrication, installation, and artist fees. Artists are responsible for the installation of the mural.

If you are interested, please submit your mural to me by Thursday, January 29th by 4pm. The applications will then go in front of the Public Art Committee in February.

Please let me know if you have any questions and I look forward to seeing more of your amazing artwork.

 **Robin Grams**
Associate Planner
City of Waukesha
Community Development Dept.

P: 1-262-524-3749

E: rgrams@waukesha-wi.gov
waukesha-wi.gov

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<Friedman Alley Murals- Thomas Press.pdf>