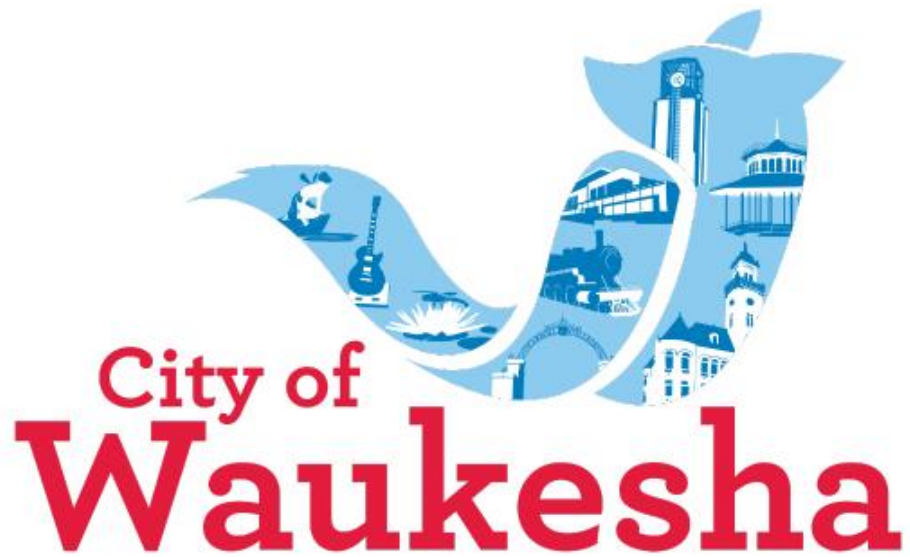


Placemaking RFP

June 2025



Riverwalk and Riverfront Street, Waukesha, Wisconsin

The City of Waukesha intends to develop an Artscape Placemaking Plan for the Riverwalk along Riverfront Street. This area is located along the Fox River between Barstow Street and Madison Street.

The City is seeking a Placemaking, Urban Design, Landscape Architect or related firm/professional to assist the City staff with the creation of an actionable plan for artwork along the Riverwalk; while highlighting the historical, cultural, economic, and recreational impact this area has had on the City of Waukesha. The process will include gathering input from local stakeholders, including business owners and property owners.

Submittals Due no later than 12:00PM local time on August 1, 2025

Late submittals will be rejected.

For additional information regarding this RFP contact Robin Grams (262)524-3749, rgrams@waukesha-wi.gov

RFP Issued on: June 15, 2025

Artscape Placemaking RFP- Riverwalk

Overview

The City of Waukesha is requesting quotes and a statement of qualification for creating an Artscape Placemaking for the Riverwalk, along Riverfront Street.

Downtown Waukesha boasts a vibrant and historic art scene, featuring a variety of statues, murals, decorative guitars, and signage that reflect the City's rich cultural heritage. The Central City Master Plan ([Central City Master Plan](#)) highlights a tourism initiative known as "Artscape" originally focused on a three-block area on Main Street in the Downtown district. However, after discussions with the Public Art Committee, the City has decided to shift the Artscape focus from Main Street to Riverfront Street, along the Riverwalk. This area is well-suited for public art displays and is easily accessible to pedestrians, cyclists, and drivers alike.

Riverfront Street holds historical significance within Downtown Waukesha. Once home to the City's bus depot, the original structure still stands even though the depot was relocated. In 2020, the street and its curbs were reconstructed to accommodate public events. It now hosts Riverside Rhythms, a summer lunchtime concert series organized by the City and was previously the site of the Waukesha Farmers Market. The adjacent Riverwalk along the Fox River spans 1.6 miles starting at Frame Park, through downtown, and into Bethesda Park. The project began in the 1990's and was completed in 2003 and was a catalyst for downtown reinvestment and revitalization.

In 2024, the City approved a placemaking plan for Friedman Alley, located just south of Riverfront Street. This alley, connected to Riverfront by a shared crosswalk, will feature murals and artistically designed art cabinets as part of the revitalization effort. The Riverfront Street Artscape initiative is intended to complement the Friedman Alley project and extend artistic elements along the Riverwalk, creating a cohesive and engaging public art experience. The project must be completed by December 1, 2025.



Scope of Services to be Provided by the Consultant:

- Provide an Artscape placemaking design and criteria for Riverfront Street to include art, lighting options, street furniture, interactive art experiences and other art related design features.
- Provide estimated cost per element shown in final design.
- Provide a final report that summarizes the project and final design.
- Attend and participate in at least one public meeting with stakeholders.
- Provide a project timeline.

References and Resumes:

Responses should include the following:

1. Examples of past work that are similar in scope to this project
2. Narrative describing the firm's professional's experience and expertise
3. Resumes of professionals that would be working on this project
4. Three (3) references from other municipalities for which the firm or professional has provided similar professional services within the past five (5) years. The reference information must include the name of the municipality, a contact person at the municipality listed, their email address and phone number, along with a brief description of services provided and the year(s) of those services. Work performed more that five (5) years ago will not be considered relevant or current.

Budget:

The City's maximum budget for this project is \$18,000

Evaluation Criteria:

- Credentials of the Consultant's team/professional
- Experience with similar projects
- References

Selection and Award Process:

The City does not anticipate that interviews will be necessary, but may reach out for follow-up questions and clarifications. Community Development will select a group of staff members to review the submittals.

Submission of Proposals:

One electronic copy of the submittal must be received via email by 12:00 noon local time on **August 1, 2025** at the address here: rgams@waukesha-wi.gov. If you have any questions, please contact Robin Grams via email or at 262-524-3749

The Subject line of the email should read "Artscape Placemaking RFP Response"

Note: The City of Waukesha reserves the right to make all decisions relative to the selection of consultants that will be in the best interest of the City of Waukesha.





