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**Why don't we
treat public pools
like “places”?**



**Too often, we design out of
fear, and we have to start
designing out of love.**

-Jason Roberts, yesterday.



19th Century

Rapid urban growth prompts cities to build “public baths” in poor neighborhoods



1920's-30's

The height of pool culture investment, and the start of racial segregation



1950's

courts force municipal pools to integrate



Today



The split

design for experience, and a pool culture



staff



programs



photos



The Swim Philly Family



\$12-15k Per Pool

The Pop-Up Pool Project



\$50-60k Per Pool

