



# CITY OF SANTA BARBARA

## COUNCIL AGENDA REPORT

**AGENDA DATE:** July 24, 2012

**TO:** Mayor and Councilmembers

**FROM:** Administration Division, Airport Department

**SUBJECT:** Naming Of The New Airline Terminal

### **RECOMMENDATION:**

That Council receive a recommendation from the Airport Commission regarding the naming of the new airline terminal and give direction to staff.

### **DISCUSSION:**

#### Background

The new airline terminal construction was completed this past summer and opened for operations on August 17, 2011. In August, the City Administrator received two unsolicited requests from citizens to name the new terminal for local individuals who made significant contributions to the community.

#### City Policies and Procedures

The City of Santa Barbara Municipal Code Chapter 22.48, adopted in 1971, provides a process for such requests to be considered by the City. The Council adopted the policies and procedures because no consistent policy for the naming of public buildings previously existed. The Municipal Code establishes principles, policies, and procedures for the election of names for public facilities (Attachment 1).

#### City Facilities Named after Individuals

There are numerous City facilities that bear the name of local community leaders, the majority of those facilities are City parks.

The Airport also has facilities named for community members. In 1949, the City named the 25 streets at the Airport after local aviators who died during World War II. The Airport streets bear the names of Frederick Lopez, John Donaldson, James Fowler, Norman Firestone, and other young men who sacrificed their lives.

In 1969, the "Santa Barbara Air Terminal" was renamed for aviator Earle Ovington. Mr. Ovington was America's first airmail pilot and a world renowned aviator. He settled in Santa Barbara in 1920 and became an important figure in aviation locally, operating Casa Loma Field in the approximate location of the Municipal Golf Course.

Over one-half of the City's park acreage has been donated through philanthropic gifts resulting in the naming of the facility after the donor or donor's family. The Municipal Soccer Field was purchased by the City in 1925 and in 1933 it was dedicated and named for Dwight Murphy, a civic leader who served as Park Commission Chairman from 1927-1931.

### Airline Terminal Naming Requests

On August 3, 2011, Mack S. Staton, President of the Santa Barbara County Bar Association, submitted a request to name the new airline terminal after John T. Rickard (Attachment 2). On August 24, 2011, Edward Hartfeld submitted a request to name the new airline terminal after Dwight Murphy (Attachment 3).

The City Administrator referred both requests to Airport Commission for its recommendation to City Council pursuant to Municipal Code Chapter 22.48.

### Names Proposed

The following is a brief summary of John Rickard's and Dwight Murphy's contributions that are more fully detailed in the submittals by Mr. Staton and Mr. Hartfeld.

#### John Rickard

John Rickard, a descendant of the Orena and De la Guerra families, began his involvement in Santa Barbara civic affairs in 1946 when he served on the City Harbor Commission. He was instrumental in preserving open space and the Santa Barbara coastline from oil development, encouraging smokeless industry, and, during his tenure as El Presidente of Old Spanish Days (1946-1948), sought to return the Fiesta event to the sentiment and dignity of the early Fiestas of the 1920s and 1930s.

John Rickard was elected City Attorney (1951-1953) and Mayor (1953-1957). The result of his leadership and vision was the successful creation of the Marine Sanctuary which prohibited oil drilling within 3 miles of the Santa Barbara coastline.

During his tenure as Mayor, he crafted an idea that would later enable the City to annex its airport property to the City. Other accomplishments included expansion of the City's water and sewer system which resulted in expansion of the City limits, establishment of boat slips in the harbor, and construction of the Municipal Golf Course.

Dwight Murphy

Dwight Murphy was an active civic leader following the 1925 Earthquake which marked a significant change in the city architecture and landscape and was active through the 1960s. He was a behind-the-scenes benefactor that contributed to the development of the City park system, Santa Barbara's post-earthquake architectural style, the effort to establish and select a site for a local airport, and the long-term preservation of Fiesta.

Dwight Murphy played a significant, and largely anonymous role in increasing and improving the City's park system which has benefitted generations of Santa Barbara residents, providing places for recreation, open space, and natural beauty. He played an important role on the committee to select an airport site as well as securing federal funding during the early development of the Santa Barbara Airport. In 1933, the City's Municipal Soccer Field was named in his honor.

#### History Display in Earle Ovington Terminal

When the Airline Terminal Project construction is completed, including the rehabilitation of the Earle Ovington Terminal, the base of the iconic tower will house a small history exhibit. All or part of the exhibit will rotate to feature various themes about local aviation, airport history, and the community members who made significant contributions to development of aviation and the airport.

#### Airport Commission Recommendation

At its regular meeting of February 15, 2012, the Airport Commission held a public hearing pursuant to Municipal Code Chapter 22.48. The Commission heard testimony from Mr. Staton and Mr. Hartfeld, comments from the public, and discussed the matter. The Commission unanimously recommended that the new airline terminal building not be named for an individual. The Commission also recognized that Council may wish to name the terminal and recommends that, if that is the case, that Council establish a process to consider the names of other local community leaders who made contributions to the City consistent with Municipal Code Chapter 22.48.

**ATTACHMENT(S):** 1. Municipal Code 22.48 (Naming of Public Facilities)  
2. Letter from Mack S. Staton  
3. Letter from Edward A. Hartfeld

**SUBMITTED BY:** Karen Ramsdell, Airport Director

**APPROVED BY:** City Administrator's Office

**Excerpt from the City of Santa Barbara Municipal Code**

**Chapter 22.48**

**NAMING OF PUBLIC FACILITIES AND PRIVATE STREETS**

**Sections:**

- 22.48.010 Purpose.
- 22.48.020 Principles, Policies and Priorities.
- 22.48.030 Change of Name.
- 22.48.040 Recommendations of Community or Citizen Groups.
- 22.48.050 Initiation.
- 22.48.060 Review of Request - Referral.
- 22.48.070 Hearing.
- 22.48.080 Private Street Names.
- 22.48.090 Change of Private Street Name

**22.48.010 Purpose.**

The City Council finds and determines that the public has an interest in the naming of public facilities, including parks, buildings and streets, owned or controlled by the City, that no consistent policy has been employed in the past in selecting the names of public facilities, that the renaming of facilities without due consideration in the context of established principles results in confusion and detracts from the honor accorded in naming a facility, and that, therefore, it is desirable and in the public interest to delineate the policies, principles and procedures for the selection of names and naming of public facilities. (Ord. 3485 §1(part), 1971.)

**22.48.020 Principles, Policies and Priorities.**

The election of names for public facilities shall conform to the following principles, policies and priorities:

(a) As a general policy, names which commemorate the culture and history of Santa Barbara will be given first priority; those names commemorating California history may be given second priority;

(b) The name of an individual shall be considered only if such individual has made a particularly meritorious and outstanding contribution, over a period of several years, to the general public interest or the interests of the City;

(c) A preference shall be given to names of long established local usage, names which are euphonious, and names which lend dignity to the facility to be named;

(d) Names selected shall be of enduring, honorable fame, not notoriety, and shall be commensurate with the significance of the facility;

(e) Proliferation of names for different parts of the same facility should be avoided, and the same name should not be applied to a similar kind of facility;

(f) Names with connotations which by contemporary community standards are derogatory or offensive shall not be considered. (Ord. 3485 §1(part), 1971.)

#### **22.48.030 Change of Name.**

Existing names and names once established shall not be changed unless, after investigation and public hearing, the name is found to be inappropriate. (Ord. 3485 §1(part), 1971.)

#### **22.48.040 Recommendations of Community or Citizen Groups.**

In the selection of names for City owned facilities the suggestions, comments and recommendations of community or citizen groups and the citizens in the neighborhood of the facility shall be duly considered; provided, that such suggestions, comments and recommendations are not inconsistent with the provisions of this chapter. (Ord. 3485 §1(part), 1971.)

#### **22.48.050 Initiation.**

Any person may initiate the naming of a City owned facility by submitting to the City Administrator a request for such action and setting forth the proposed name, a description of the facility, and a statement evidencing that the proposed name is consistent with the policies and guidelines of this chapter. (Ord. 3485 §1(part), 1971.)

#### **22.48.060 Review of Request - Referral.**

The City Administrator shall review all requests to name a City owned facility and shall refer the request to the department having jurisdiction of such facility and the appropriate commission or committee for consideration of the request. (Ord. 3485 §1(part), 1971.)

#### **22.48.070 Hearing.**

The commission or committee to which the City Administrator has referred a naming request pursuant to Section 22.48.060 shall hold a public hearing to consider the necessity or desirability of naming the facility, and the proposed name and any alternatives. Such commission or committee shall prepare a recommendation for action by the City Council. The recommendation shall include the name, if any, for the facility which is deemed most appropriate in accordance with the policies and guidelines of this chapter and the justification for the selection of such name. (Ord. 3485 §1(part), 1971.)



Santa Barbara  
County Bar  
Association

ATTACHMENT 2  
**RECEIVED**

AUG 03 2011

MAYOR & COUNCIL  
SANTA BARBARA

August 3, 2011

The Hon. Helene Schneider, Mayor  
Santa Barbara City Council  
75 E. De La Guerra  
Santa Barbara, CA 93101

Dear Mayor Schneider:

As President of the Santa Barbara County Bar Association, I am honored and pleased to offer the endorsement of the Santa Barbara County Bar Association for the naming of the new terminal at the Santa Barbara Airport in honor of the late John T. Rickard. It would indeed be fitting to honor a man whose life was so dedicated to the community that he loved.

To the bench and bar, Judge Rickard was known as a brilliant lawyer and judge. During his career, he was revered as the consummate lawyer by his clients and colleagues alike, dedicated, bright and creative. I have learned from talking to lawyers who appeared before him that he was the judge to appear before, smart, and dedicated to his job. He listened and was fair to the citizens who had matters before him. Trial lawyers universally label him as a "great judge", not just good. Indeed, shortly after his passing, the Bar Association established the Judge John T. Rickard Judicial Service Award in his honor, which is awarded from time to time to the very finest Santa Barbara County judges. Judge Rickard is the only judge in the last century in this county to be honored in this way by the Association. He remains the gold standard, universally admired by his colleagues.

His role in establishing the airport cannot be understated. As a lawyer and eventually mayor, beginning in 1953, Mr. Rickard was instrumental in securing rights in the tidelands along Santa Barbara's shores to protect them from oil development, utilizing state legislative approval in the process. As mayor, he spearheaded efforts to annex the property that eventually became the airport. The City owned part of the land and the United States Marine Corps deeded the rest to the City. When the County Board of Supervisors opposed the inclusion of the airport property in the City's Master Plan, Mayor Rickard devised a plan whereby the previously obtained tidelands strip along the shore was annexed, and then eventually the airport property itself.

This brilliant plan launched a protracted legal battle which continued after his term as mayor. However, the City eventually prevailed and property was annexed, establishing jurisdiction over the airport property. There is no doubt that Mayor Rickard's legal acumen and thought process was the key to this successful effort. Without his vision and creativity, Santa Barbara simply would not have the airport we have today. Indeed the process was brilliant enough to cause the state legislature to thereafter prohibit the use of tidelands for annexation purposes ever again.

August 3, 2011  
Page 2

Above all, lawyer/mayor/judge John T. Rickard loved the community he served. His long dedicated service to the citizens of Santa Barbara resulted in the acquisition of the land for the Municipal Golf Course, McKenzie Park and Shoreline Park, to name but a few accomplishments. He was twice President of Fiesta, and the very first President of the Trust for Historic Preservation. In his 14 years of service as a superior court judge, he earned the undying respect of all those who appeared before him for his integrity and fairness, and above all, his dedication to our system of justice.

In closing, I urge that the Mayor and City Council initiate proceedings to name the new terminal at Santa Barbara Airport in honor of John T. Rickard. I can't think of a better way to thank John T. Rickard for his dedicated service to the citizens of Santa Barbara.

Very truly yours,

A handwritten signature in black ink, appearing to read 'Mack S. Staton', written in a cursive style.

Mack S. Staton, President  
Santa Barbara County Bar Association

*Edward A. Hartfeld*  
*1551 Veronica Place*  
*Santa Barbara, California 93105*

(805) 687-5146

[edhartfeld@gmail.com](mailto:edhartfeld@gmail.com)

Mr. James L. Armstrong  
 City Administrator  
 Post Office Box 1990  
 Santa Barbara, CA 93102-1990

August 24, 2011

Dear Mr. Armstrong:

There is a most deserving individual who could be memorialized by naming the new air terminal for him. He is little known today due to his passion for anonymity while he was making innumerable major contributions that clearly were the foundation of the international fame of Santa Barbara as we know it today. In particular, he was the modest driver of Santa Barbara's renaissance following the 1925 earthquake. The list of his contributions, mostly civic but also humanitarian and equestrian, runs several pages. His name; Mr. Dwight Murphy (1884-1968).

As mayor in 1953 Mr. John Rickard, who among other very fine things was a gifted speaker, delivered an extraordinary tribute to Mr. Murphy in presenting him with the "Man of the Year" award and cited dozens of his contributions to Santa Barbara, and in fact the entire state, that were truly staggering. (It was about this point in his life, age 70, that Murphy finally let his associates -- and publisher Tom Storke, his best friend and monopolizer of the local press -- start to reveal his uncanny and unstinting efforts.) Upon his death in 1968 Dwight Murphy's editorial column obituary stated: Once in 1953 he was named Santa Barbara's "Man of the Year". He was in fact, as much as any local resident, the "Man of the Century". He still deserves that accolade.

Overcoming earthquake, Great Depression, World War II and much civic indifference Dwight Murphy was clearly the genius behind Santa Barbara's renaissance becoming founder, chairman, donor and moving force of many projects including: The 1927 airport site selection committee; development and long term preservation and success of Fiesta and the horse shows including acquisition of the fairgrounds and most of the municipal golf course land; building of the fairgrounds; city's conversion to Spanish themed architecture (Plans and Planting sponsor, founded and chaired City Master Planning Committee following 1925 earthquake); as Chairman of the Parks and Recreation Commission, quadrupling of the developed park system and lining miles of streets with trees completely changing the city's urban landscape (Invented unemployed relief programs concept and when adopted nationally headed California's programs); personal acquisition for the city of the entire beach front from Milpas to Santa Barbara Streets and back to the railroad right of way (repaid by bond issue); underwrote bond issue for the two beachfront blocks from Santa Barbara to State Streets; acquisition and rehabilitation of Stearns Wharf with acquisition for the city of the beach front from State to Chapala Streets; the breakwater which also created Leadbetter Beach and most of East Beach (funded feasibility studies, handled Major Max Fleischmann's donations and paid workmen on own when contractor failed); A. Childs estate property acquisition and development of the zoo, and Bradbury Dam/Tecolote Tunnel/South Coast Water Distribution System (pushed for essential election vote and Federal funds). These just scratch the surface. (For a full list see page 227 of *California's Knight on a Golden Horse*). For several decades it was unusual for anyone or any organization to undertake a project or cause without asking Mr. Murphy to become either its leader or major participant. He also was clearly the city's greatest humanitarian from 1920 until his death in 1968. And, as California State Horse Racing Board commissioner for 16 years, eight as chairman, single handedly eliminated corruption rife in the industry. Also, he saved from extinction the Golden Palomino, the ceremonial royal horse of Spain.

CONTINUED



PAGE TWO

It is worth noting that Major Max Fleischmann relegated much of the detail work of most of his very substantial philanthropies and donations to Mr. Murphy because the Major was disdainful of detail whereas Mr. Murphy, whose business career included head of the family's large railway equipment business, loved management in all of its aspects. As its treasurer from the founding of the Santa Barbara Foundation in 1928 he was instrumental in its operation and ultimate success and forced, through a threat to quit, the introduction of women both to its board of trustees and membership. From the late 1930's through the Cachuma Reclamation Project of the 1950's, latterly under the sponsorship of the Foundation, he successfully championed efforts to expand the city's water supply. As the city's foremost fund raiser it is likely Dwight Murphy encouraged some of Fleischmann's huge donations, e.g. breakwater, Old Mission restorations.

Quoting from a recent article by William McGurn of the Wall Street Journal: "The purpose of memorials ... is not simply to commemorate a dead past. It is to take out something vibrant from that past to inspire those in the here and now". For forty years this obsessively modest man dedicated his life, fortune and extraordinary genius to Santa Barbara's quality of life, making it much more "vibrant" in the process. No one did more or served as a more outstanding citizenship example.

In researching, at the request of the city's Parks and Recreation Department for its 2001 Centennial, my father's administration of that department from 1930 to 1935, I uncovered some indication of the true extent of Mr. Murphy's extraordinary contributions to Santa Barbara and feeling a part of its vital history would otherwise be lost forever, I became his biographer. Due to his uncanny success in generally avoiding the public eye for 40 years, extensive research was necessary. In the process I concluded a great injustice would be done unless his name was properly memorialized in some appropriate manner.

Realizing the need for increased public awareness of him various publications were produced including: The hardcover biography *California's Knight on a Golden Horse* of which 1,300 copies have been sold locally (Esp. pgs. 103, 139-48, 157-58, 165-68, 170-72, 222-23); the Historical Museum's *Noticias* of Winter 2001 and the double Summer/Autumn of 2005; plus various articles for local news papers and the Montecito Magazine. Also, some two dozen talks with visual projections were given to most local institutions of any significance and service clubs, attendees totaling about 2,000.

Feeling that the city's decision makers, relevant for such a memorial, cannot fully appreciate the significance of Mr. Murphy's impact without doing so, I will most gladly provide copies of the above publications gratis. Such thorough documentation would seem to be required for so important a memorial.

Furthermore, should the new air terminal be named for Mr. Murphy I plan to propose that an enlarged, possibly life sized, version of an impressive Spanish equestrian statuette of Mr. Murphy be placed in front of the new terminal building. (Please refer to page 118 of *California's Knight on a Golden Horse* for photo.) It along with a number of other articles from Mr. Murphy's estate have already been offered for the historical displays planned for the terminal interior.

Given that extensive effort has gone into designing the new terminal building using the Hispanic metaphor, I can think of nothing more suited to dramatically emphasizing that metaphor for newly arriving air passengers to our very special city, special in great measure because Dwight Murphy above all other citizens made it so, particularly as the father and long time sustainer of La Fiesta along with his key role in the adoption of Andalusian style architecture for the business district.

I would personally exert all possible effort to assist in the funding and approval process for such a memorial.



Cc: K. Ramsdell