

MORE MESA PRESERVATION COALITION



MMPC e-Update

Fall 2014

You Can Help ...

Although we have already achieved our "seed money" goal, we still welcome any and all donations. We encourage you to be part of the excitement of this new phase. You may send a check to MMPC (address at the bottom of this page), or go to the home page of [our website](#) and use PayPal by clicking on the "Donate" button.

Thanks so much!

Valerie Olson
President, MMPC

***It is the mission of
the More Mesa
Preservation
Coalition to
preserve More
Mesa, in its***

What's Happening About Potential Development On More Mesa?

The Planning Department at the County report that no development plans have been submitted for More Mesa.

Ask the President

Q. What Has MMPC Been Up To Lately?

A. MMPC has decided that now is the time to act quickly and decisively to lock up More Mesa, "the last great place", for our children, for the wildlife, and forever.

This fall we launched the More Mesa Forever Campaign. With this campaign we will develop a public/private partnership that will permit us to purchase More Mesa and establish a plan to continue its broad and diverse use, its sound maintenance and also improve its wildlife habitat. We have taken the lead in the first stage of this campaign, which we call the Ready Position. This stage has four critical steps:

- * Enlist a volunteer grassroots force of 1000 or more supporters
- * Establish critical relationships with county and state decision-makers and funders
- * Develop both a plan to save More Mesa and a citizen-driven plan for its use
- * Raise \$25,000 in seed money for this effort.

Thanks to caring and generous friends, we have already raised the seed money.



entirety, for all time. We've been at it since 2000.



This Month on More Mesa: Of late there has been a flurry of articles about the caves located in the cliffs on the west side of More Mesa. These stories have been precipitated by the recent and unfortunate incident of a young man being severely injured by a falling rock in one of the caves. While we cannot offer solutions to prevent this from occurring again, we can offer some fact-based scientific information about why it is extremely dangerous and unwise to traverse down to the beach on the west side or visit any of these caves.

Geology Facts: The cliffs of More Mesa are distinctly different on the east and west sides. The east side cliffs consist of Monterey Shale, a clay formation that is 6-18 million years old. This section of the cliff erodes slowly and its 100-foot drop to the beach below is along a sloping grade.

However, the west side of the cliff face is of the Santa Barbara Formation, a younger sedimentary formation of marine sand that is only 700,000 years old. (The big blobby tar seeps oozing onto the More Mesa beach are from the Santa Barbara formation.) This younger material erodes very quickly. Indeed, sea cliff retreat in the Santa Barbara Formation has been demonstrated to be about 10 inches a year, the highest rate observed along this portion of the South Coast. What this all means is that the western cliff is steep, unstable and unpredictable.

- * The western cliff should never be used to access the beach
- * Visitors to More Mesa beach should never use areas close to the western cliffs
- * The caves should never be entered.

One further cautionary note, when it starts raining again, do not use the trail closest to the cliff face after a rain. It may disappear as you are admiring the view. Please be careful!



*Western Cliffs
are Dangerous*

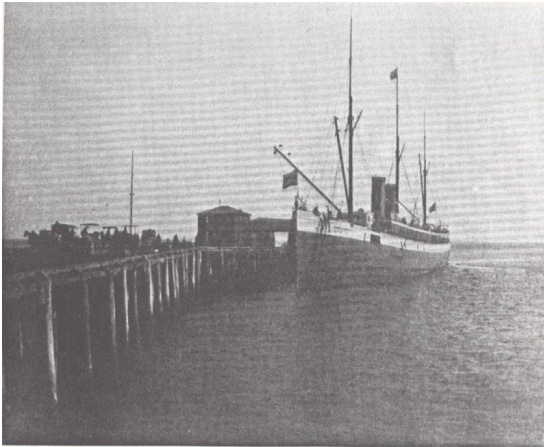
The Past: T. Wallace More Builds a Landing

By the 1870s Goleta had left its ranching heritage behind and was emerging as a major farming area. However, the California Coast was not easily accessible by road or railroad. Farmers and mine owners alike needed a way to ship crops and asphalt and also receive needed equipment to run their businesses.

With the Pacific Ocean close at hand, a system of piers and landings was created to serve coastal farms, mines and lumber operations. The landings were then linked together by large Pacific Coast steamers. In fact, Stearns Wharf was built for this very purpose in the early 1880s. But Stearns Wharf was as much as 30 miles away for some of these folks. so between 1887 and 1884 T. Wallace More set about building

as 30 miles away for some of these years, so between 1852 and 1857 it became more or less about banking More's Landing. This structure, which accorded Goleta the status of a coastal port, became the single most important event in the Valley's economic history prior to the railroad.

The landing was located ½ mile east of the Goleta Slough at the end of the present-day Anderson Lane, a location selected because of its proximity to both an artesian spring (used for the More Ranch and the steamers) and More's asphalt mine. It also boasted access from both east and west.



*More's Landing
(Photo by Francis Franklin)*

Although at 900-feet long and 35-feet wide, More's Landing was shorter than Stearns Wharf, it had the same type of warehouse at the seaward end and certainly the same importance.

More's Landing was a critical element in the successful operation of the Ranch, so much so that the ranch superintendent was also the wharfinger ("boss") of the landing. It was part of his job to meet every single steamer. Incoming ships would give three toots of their whistle when they were one mile from the wharf. At that signal the ranch superintendent would ride down to the wharf to meet the ship, and on foggy days, he would operate a hand-cranked air siren to assist boat skippers in groping their way to the pier. How's that for dedication?

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