



Mural #1 | Artist: Art Mortimer | Location: Hermosa Avenue & 14th, North facing wall, parking structure C.

The Hermosa Beach Mural Project's first mural is entitled "Beautiful Hermosa Beach, Pier Avenue Circa 1924." It was created by Art Mortimer, a noted California muralist.

The scene looks west along Pier Avenue toward the public pier. It depicts Pier Avenue as it appeared in 1924.

The building on the far left housed the National Bank of Hermosa Beach. In 2011 it is the home of the Bank of America. The building on the right was occupied by the Hermosa Pharmacy, and later a clothing store. Today it is occupied by CitiBank. In front of the pharmacy is a Pacific Electric Red Car trolley, then the major mode of transportation for the "rich and famous" to get from Los Angeles to Hermosa Beach.

The large building in the left-center was the Pier Hotel. In 2011 it continues life as a youth hostel in the upper floors, with a restaurant and bar on the ground floor. The red-roofed building in the center of the mural is the rather elaborate entrance to the pier with the right side occupied by the Chamber of Commerce, and the left side by a dancing pavilion. Later, the City Library occupied this building.

The public pier in the center of the mural was a 1,000' concrete structure, originally built in 1914 when it was erected to replace several versions of wooden piers that were often washed away in winter storms. This pier was replaced by yet another pier in 1965. That pier was subsequently remodeled and reinforced in the year 2000.

Other business of the period can be seen in the mural. On the right side of Pier Avenue you'll find a Candy Store, Sid's Cafe, Piggly-Wiggly market, and the Kerwin Family Bakery. Along the left side of the street are Robert's Liquor (although this was the period of Prohibition,) another bakery and a florist. In 2011 Robert's Liquor is still a going concern. Many other buildings depicted in the mural are still in use in 2011, but the entrance to the public pier is now open. At the pier head is a statue of local surfer Tim Kelly and to the left of the pier you will now find the LA Co. Lifeguards Headquarters.