

Date of Hearing: September 11, 2015

ASSEMBLY COMMITTEE ON TRANSPORTATION

Jim Frazier, Chair

SCR 45 (Berryhill) – As Amended July 6, 2015

**SENATE VOTE:** 38-0

**SUBJECT:** Joe Levy Memorial Highway

**SUMMARY:** Redesignates a portion of State Highway Route (SR) 41 in Fresno County as the “Joe Levy Memorial Highway” instead of the Dwight D. Eisenhower Memorial Freeway, which shall be shifted southward and remain the same length. Specifically, **this resolution:**

- 1) Recounts the life and accomplishments of Joe Levy, a Fresno businessman and civic leader.
- 2) Redesignates the portion of SR 41 from Bullard Avenue to Herndon Avenue in the Fresno County as the “Joe Levy Memorial Highway.”
- 3) Adjusts the portion of SR 41 designated as the “Dwight D. Eisenhower Memorial Freeway” to be the portion between Golden State Boulevard and Bullard Avenue in Fresno County.
- 4) Requests that the California Department of Transportation (Caltrans) determine the cost of appropriate signs, consistent with the signing requirements for the state highway system, showing the special designation and, upon receiving donations from non-state sources covering that cost, to erect those signs.

**EXISTING LAW:** Assigns Caltrans the responsibility of operating and maintaining state highways. This includes the installation and maintenance of highway signs.

**FISCAL EFFECT:** Unknown, but the measure requests that Caltrans only erect the appropriate signage upon receiving donations from non-state sources covering the cost.

**COMMENTS:** Joe Levy was a Fresno businessman and civic leader involved in numerous local organizations, including the Boy Scouts of America, the American Red Cross, the Fresno Arts Council, and the Fresno Area Chamber of Commerce. He held several positions at Gottschalks, and was named CEO and Chairman in 1982, becoming the third generation of the Gottschalk family to hold a top executive post. While with the company, Mr. Levy helped the single independent store in downtown Fresno expand to a chain of about 80 stores and 29 specialty stores in six states. Mr. Levy’s list of accolades and service includes the Leon S. Peters Award for community service from the Fresno Chamber of Commerce, president of the Fresno Chamber of Commerce, awards from the City of Hope and the Fresno Advertising Federation Foundation, service on the Board of Trustees during the founding of the University of California, Merced, the Business Advisor Council for the Craig School of Business at Fresno State University, the Executive Committee for the Fresno Business Council, cofounder and sustaining sponsor of the annual Central California Women’s Conference, board member of the National Retail Federation and board member of the Fresno County Transportation Authority. Mr. Levy also served on the California Transportation Commission from 1983 to 1991, including as chairman in 1986. Mr. Levy died on February 10, 2014 and is survived by his wife, three children, and nine grandchildren. This resolution designating a portion of SR 41 in his honor acknowledges the

significant contributions Joe Levy made to his community. This resolution also alters the location of the Dwight D. Eisenhower Memorial Highway by one mile to avoid conflicting designations.

**REGISTERED SUPPORT / OPPOSITION:**

**Support**

California Transportation Commission  
Fresno Chamber of Commerce  
Honorable Steve Brandau, Fresno City Councilmember

**Opposition**

None on file

**Analysis Prepared by:** Justin Behrens / TRANS. / (916) 319-2093