

# Media Advisory



**Date:** Monday, September 21, 2026

**District:** [05](#) – Santa Barbara, San Luis Obispo, Monterey, San Benito, and Santa Cruz Counties

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## FOR IMMEDIATE RELEASE:

### **CALTRANS TO ANNOUNCE DESIGNATION OF HWY 46 SEGMENT AS ‘JAMES DEAN MEMORIAL HIGHWAY’, EMPHASIZING SAFETY ON HISTORIC CORRIDOR**

**WHAT:** On the 71<sup>st</sup> anniversary of James Dean’s fatal crash, local transportation leaders, elected officials, and James Dean family representatives will announce a resolution designating a portion of the new Highway 46 alignment in San Luis Obispo County as the James Dean Memorial Highway. The resolution, sponsored by CA State Assemblymember Dawn Addis, honors the legacy of American actor James Dean, who tragically lost his life in a car accident on this stretch of roadway in 1955.

**WHEN:** Wednesday, September 30, 2026, at 5 pm

**WHERE:** James Dean Memorial near the Jack Ranch Café  
19215 Highway 46  
Shandon, CA 93461

**WHO:** Representatives from Caltrans District 5 will be joined by elected official representatives, California Highway Patrol, and representatives from the James Dean Estate and surviving family members. In order of speeches:

- California Assemblymember Dawn Addis, author of the resolution establishing the James Dean Memorial Highway
  - Caltrans District 5 Representative
  - CHP Representative
  - Ben Higgins, Director of Agricultural Operations for Hearst Corporation
- Neil Sheehan, the James Dean Preservation Advocate (and fan) speaking on behalf of the James Dean Museum
- A video message from the family of James Dean

**INFO:** In addition to commemorating Dean's cultural impact, the announcement also highlights the importance of roadway safety along this corridor. Over the decades, numerous motorists have lost their lives near the Highway 46/41 interchange. The designation serves not only as a tribute, but also as a reminder of the ongoing need for vigilance, continued safety improvements, and community awareness to help prevent future tragedies. Video opportunities include a moment of silence at the time of the James Dean crash, sign unveiling, ribbon cutting, and interviews with speakers.

Please **RSVP** to Ashton Harris at [ashton.harris@dot.ca.gov](mailto:ashton.harris@dot.ca.gov) by **Monday, September 28**.

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