

# Media Release

**The Hon Melissa Horne MP**

Minister for Casino, Gaming and Liquor Regulation

Minister for Local Government

Minister for Ports and Freight

Minister for Roads and Road Safety



Wednesday, 26 July 2023

## SAFETY IMPROVED ON POPULAR FITZROY NORTH ROAD

Safety for pedestrians exploring shops and restaurants along one of Melbourne's most iconic inner-city roads is being improved with the introduction of a new speed limit at busy times.

Minister for Roads and Road Safety Melissa Horne said a 40km/h speed limit is being introduced during peak times along St Georges Road and Brunswick Street in Fitzroy North, making these stretches safer for all road users.

The safer speed limit will operate between Alexandra Parade and Eunson Avenue, slowing down vehicles travelling through the shops, schools, recreational facilities, pubs, cafes, restaurants and Edinburgh Gardens.

The new speed limit will operate between 7am and 10pm every day covering the period of peak vehicle and pedestrian traffic. The speed limit will return to 60km/h outside of these hours.

Slowing vehicles down decreases the chances of serious injury crashes occurring by providing more time for drivers to react as well as reducing the likely severity of injuries to pedestrians and motorists should an incident occur.

In the five-year period ending in June 2022, 66 recorded crashes occurred along St Georges Road and Brunswick Street in Fitzroy North. The speed change will have minimal impact to travel times along this stretch.

This project will also include the installation include 18 new electronic speed signs, thanks to funding from the Australian and Victorian Governments.

For more information on the project, [www.vicroads.vic.gov.au](http://www.vicroads.vic.gov.au)

### Quotes attributable Minister for Roads and Road Safety Melissa Horne

*"A safer speed limit is an important step towards saving lives and improving safety for everyone using this key inner-city road that attracts thousands of road users and pedestrians every day, including local children travelling to and from school."*

### Quotes attributable to Member for Local Member for Northern Metropolitan Sheena Watt

*"By slowing motorists down during peak times, we're giving everyone more time to react and providing the large number of cyclist and pedestrians using this bustling Fitzroy North area safer access."*