

Ballarat Central Traffic Intelligence Profile

SCATS-based vehicle movement profile generated from the Melbourne SCATS Intelligence Platform. Historical signalised-intersection movement analysis covering 2014–2026.

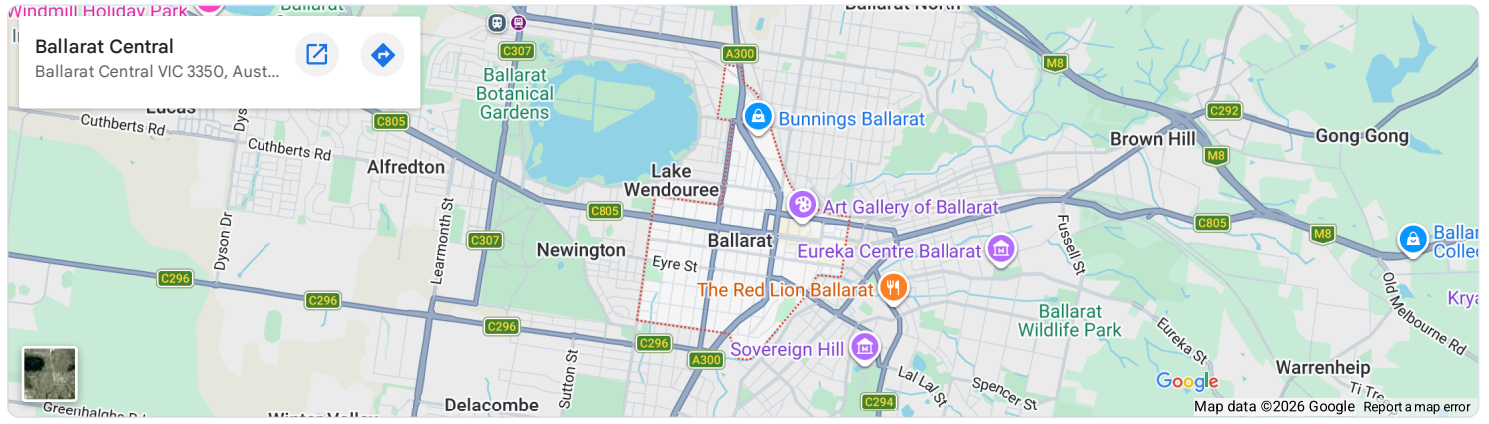
Generated: 20 May 2026 Suburb rank: #94 SCATS sites: 24 Postcode(s): 3350



I'm your local mate with a few trailers right next to The West Gate Freeway!

Suburb Map

This map provides geographic context for the suburb profile and the surrounding road network. For individual SCATS sensor locations, use the map links in the Top SCATS Sites and Sensor Inventory tables.



Executive Snapshot

Ballarat Central contains 24 mapped SCATS traffic sites in this suburb-level profile. Across the historical dataset, these sites account for 1,777,165,627 vehicle movements, or approximately 1,777.2M.

The busiest mapped SCATS location in Ballarat Central is Sturt / Drummond, with 219,490,847 recorded movements across the historical period.

1,777.2M
Total mapped vehicle movements

24
Mapped SCATS sites

#94
Melbourne suburb movement rank

74,048,567
Average movements per site

Interpretation: This profile should be read as a suburb-level movement exposure report based on mapped SCATS sensor locations. It is useful for local traffic reporting, OOH exposure review, planning discussion, business-location context and public-interest transport analysis.

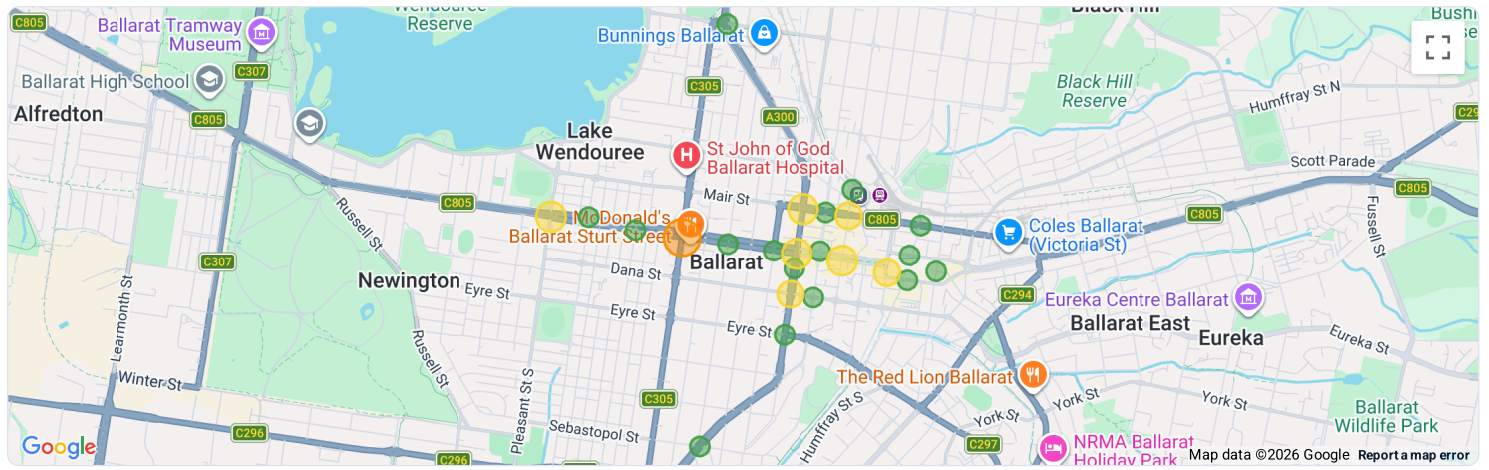
Top SCATS Sites in Ballarat Central

#	SCATS ID	Location	Total movements	Millions	Rank
1	5820	Sturt / Drummond STURT/DRUMMOND	219,490,847	219.5M	549
2	5819	Sturt Street / Doveton STURT ST/DOVETON	141,362,384	141.4M	1426
3	5821	Sturt / Pleasant STURT/PLEASANT	135,550,560	135.6M	1515
4	5817	Sturt Street / Lydiard STURT ST/LYDIARD	108,013,362	108.0M	2094
5	5875	MIDLAND Highway / MAIR MIDLAND HWY/MAIR	105,689,061	105.7M	2162
6	5815	Sturt Street / Grenville STURT ST/GRENVILLE	95,072,569	95.1M	2415
7	5912	Mair / Lydiard MAIR/LYDIARD	92,445,404	92.4M	2480
8	5950	MIDLAND Highway(DOVETON) / DANA MIDLAND HWY(DOVETON)/DANA	86,080,650	86.1M	2627
9	5877	MIDLAND Highway / MACARTHUR MIDLAND HWY/MACARTHUR	84,197,085	84.2M	2673
10	5842	Sturt / Dawson STURT/DAWSON	82,387,674	82.4M	2723

Note: SCATS locations are assigned to suburbs using the latitude/longitude of each site. Boundary roads may influence nearby suburbs even when assigned to one suburb for repeatable reporting.

SCATS Sensor Map

This map shows the location of each mapped SCATS sensor associated with **Ballarat Central**. Circle colours match the main full-network SCATS map. Click any circle to view the site name, movement total and a direct Google Maps link.



Traffic intensity circles

● Red — Top 5% busiest Melbourne-wide
 ● Orange — Top 20% busiest Melbourne-wide
 ● Yellow — Middle-volume Melbourne-wide
 ● Green — Lower-volume mapped site

Circle colours are based on each SCATS site's Melbourne-wide rank across the cleaned archive, not just its rank within this suburb. Circle size is scaled lightly by traffic intensity.

Provider: Google Maps circle overlays - Sensors plotted: 24. For PDF export, you will usually get a better result by replacing this live map with a static PNG screenshot.

Local Movement Context

Busiest Local Site

Sturt / Drummond
219,490,847 vehicle movements
[Open busiest site in Google Maps](#)

Suburb Rank

Ballarat Central ranks **#94** among mapped Melbourne suburbs/localities by total SCATS movement volume in this generated suburb summary.

Likely Dominant Corridors

- Sturt
- High
- Lydiard
- MIDLAND
- Armstrong
- Mair
- MIDLAND DOVETON
- Drummond

OOH and media relevance: Suburbs with concentrated SCATS movement corridors can be useful for billboard exposure review, local traffic journalism, corridor analysis and business-location intelligence.

SCATS Sensor Inventory

SCATS ID	Friendly name	Official name	Total movements
5820	Sturt / Drummond	STURT/DRUMMOND	219,490,847
5819	Sturt Street / Doveton	STURT ST/DOVETON	141,362,384
5821	Sturt / Pleasant	STURT/PLEASANT	135,550,560
5817	Sturt Street / Lydiard	STURT ST/LYDIARD	108,013,362
5875	MIDLAND Highway / MAIR	MIDLAND HWY/MAIR	105,689,061
5815	Sturt Street / Grenville	STURT ST/GRENVILLE	95,072,569
5912	Mair / Lydiard	MAIR/LYDIARD	92,445,404
5950	MIDLAND Highway(DOVETON) / DANA	MIDLAND HWY(DOVETON)/DANA	86,080,650
5877	MIDLAND Highway / MACARTHUR	MIDLAND HWY/MACARTHUR	84,197,085
5842	Sturt / Dawson	STURT/DAWSON	82,387,674
5951	MIDLAND Highway(DOVETON) / EYRE	MIDLAND HWY(DOVETON)EYRE	80,397,418
5163	Sturt / Armstrong	STURT/ARMSTRONG	76,405,759
5911	Mair / Armstrong	MAIR/ARMSTRONG	75,830,258
5832	Sturt / Ripon	STURT/RIPON	67,727,394
5830	MIDLAND Highway near STURT	MIDLAND HWY NR STURT	55,305,796
5847	Midland Highway / Sebastopol Street	MIDLAND HIGHWAY / SEBASTOPOL STREET	47,195,217
5853	Mair St between Davies St and Peel St	Mair St between Davies St and Peel St	44,339,974
5857	Sturt St & Ascot St	Sturt St & Ascot St	38,707,727
5858	Sturt St & Raglan St	Sturt St & Raglan St	28,076,165
5845	Peel / Bridge Mall	PEEL/BRIDGE MALL	27,275,535
5839	Dana / Armstrong	DANA/ARMSTRONG	25,920,827
5814	LT BRIDGE near GRENVILLE ST	LT BRIDGE NR GRENVILLE ST	25,265,159
5836	Lydiard / Rail Crossing	LYDIARD/RAIL CROSSING	18,517,303
5813	CURTIS STREET near LOWE	CURTIS STREET NR LOWE	15,911,499

Methodology and Platform Context

This suburb profile is one local report generated from the wider **Melbourne SCATS Intelligence** platform. The platform converts more than 12 years of Melbourne traffic signal data into a public-facing transport intelligence layer covering historical movement totals, site rankings, corridor behaviour, suburb profiles, OOH exposure review, and reproducible data-quality evidence.

37,877,000,000

Cleaned 15-minute SCATS observations

539,021,000,000

Total cleaned vehicle movements analysed platform-wide

148/148

Expected months processed in the reporting window

2014–2026

Historical coverage window

How to read this suburb report: the suburb total shown earlier in this profile is this suburb's portion of the mapped SCATS movement layer. The Melbourne-wide figures above describe the scale of the full platform, not this suburb alone. The suburb profile layer turns the city-wide dataset into 517 suburb/locality reports using 4,427 mapped SCATS sites.

- Input suburb summary: suburb_summary_v1.json

- Input site lookup: `scats_site_suburb_lookup_cleaned_v1_4.csv`
- Suburb/locality profiles generated: **517**
- Mapped SCATS sites used in the suburb reporting layer: **4,427**
- Movement total represented by the mapped suburb profile layer: **532,181,076,069 movements**
- Time resolution: **15-minute intervals**

Boundary caution: Some SCATS sensors sit on arterial roads, freeway interfaces or suburb boundaries. For repeatable reporting, each sensor is assigned to one suburb based on its coordinate. This makes the profiles reproducible, but nearby suburbs may still be affected by the same corridor.

Open-source project: <https://github.com/clarketowson/melbourne-scats-intelligence>