

# Fitzroy Traffic Intelligence Profile

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

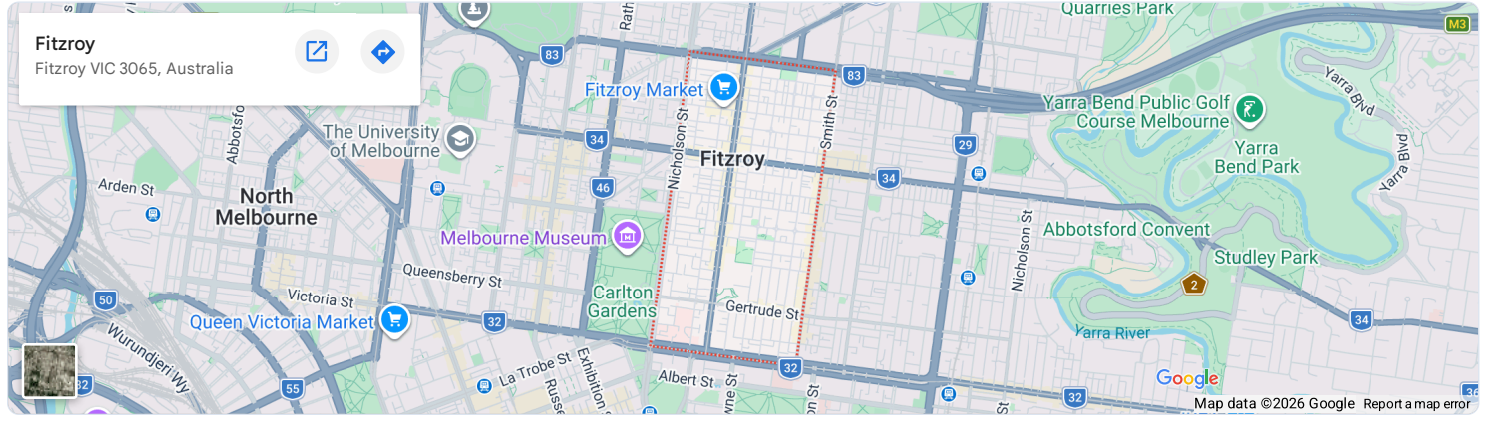
Generated: 20 May 2026 Suburb rank: #53 SCATS sites: 17 Postcode(s): 3053, 3065



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

Fitzroy contains 17 mapped SCATS traffic sites in this suburb-level profile. Across the historical dataset, these sites account for 2,744,956,477 vehicle movements, or approximately 2,745.0M.

The busiest mapped SCATS location in Fitzroy is Eastern / Nicholson / Princes, with 404,076,099 recorded movements across the historical period.

**2,745.0M**  
Total mapped vehicle movements

**17**  
Mapped SCATS sites

**#53**  
Melbourne suburb movement rank

**161,468,028**  
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.

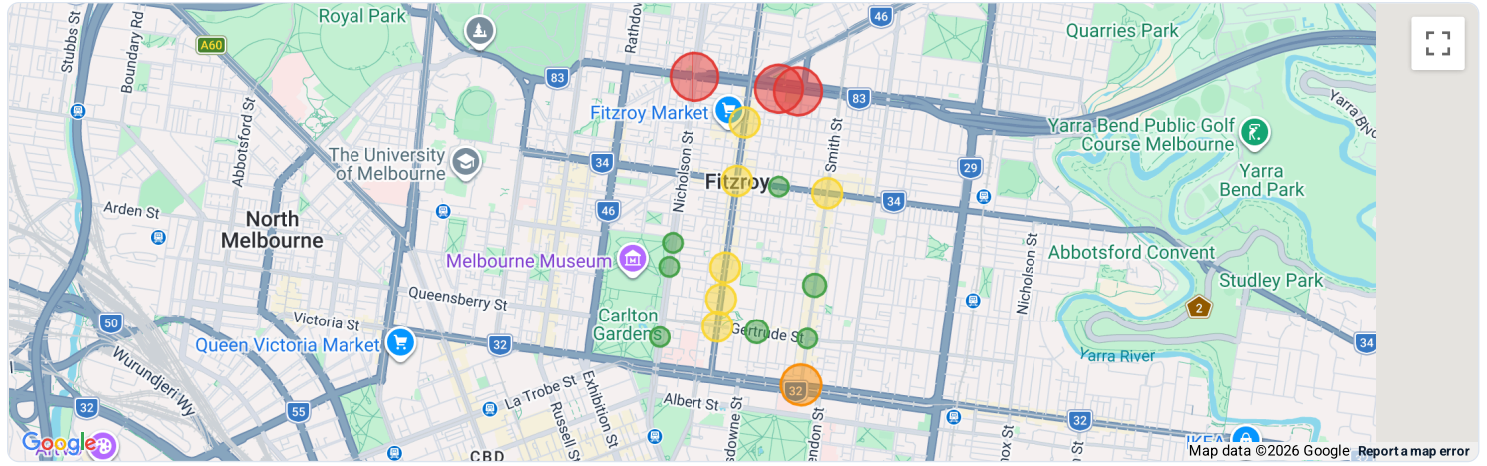
## Top SCATS Sites in Fitzroy

#	SCATS ID	Location	Total movements	Millions	Rank
1	2100	Eastern / Nicholson / Princes EASTERN/NICHOLSON/PRINCES	404,076,099	404.1M	47
2	2108	EASTERN Highway / GEORGE EASTERN HWY/GEORGE	338,162,854	338.2M	117
3	2109	EASTERN near YOUNG (WEST BOUND) EASTERN NR YOUNG (WEST BOUND)	302,888,523	302.9M	177
4	4218	Victoria / Smith VICTORIA/SMITH	255,271,257	255.3M	346
5	3451	Brunswick / Johnston BRUNSWICK/JOHNSTON	174,888,996	174.9M	964
6	4217	BRUNSWICK near LEICESTER BRUNSWICK NR LEICESTER	162,933,589	162.9M	1114
7	3453	Johnston / Smith JOHNSTON/SMITH	143,066,310	143.1M	1399
8	4221	BRUNSWICK near HANOVER BRUNSWICK NR HANOVER	138,954,171	139.0M	1472
9	4220	BRUNSWICK near PALMER BRUNSWICK NR PALMER	130,960,144	131.0M	1578
10	4216	Brunswick / Gertrude BRUNSWICK/GERTRUDE	116,615,835	116.6M	1891

**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 **Fitzroy**. 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: 17. 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

**Eastern / Nicholson / Princes**  
404,076,099 vehicle movements  
[Open busiest site in Google Maps](#)

### Suburb Rank

Fitzroy ranks **#53** among mapped Melbourne suburbs/localities by total SCATS movement volume in this generated suburb summary.

### Likely Dominant Corridors

- Smith
- Johnston
- BRUNSWICK
- NICHOLSON
- EASTERN
- Brunswick
- HANOVER
- Gertrude

**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
2100	Eastern / Nicholson / Princes	EASTERN/NICHOLSON/PRINCES	404,076,099
2108	EASTERN Highway / GEORGE	EASTERN HWY/GEORGE	338,162,854
2109	EASTERN near YOUNG (WEST BOUND)	EASTERN NR YOUNG (WEST BOUND)	302,888,523
4218	Victoria / Smith	VICTORIA/SMITH	255,271,257
3451	Brunswick / Johnston	BRUNSWICK/JOHNSTON	174,888,996
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3453	Johnston / Smith	JOHNSTON/SMITH	143,066,310
4221	BRUNSWICK near HANOVER	BRUNSWICK NR HANOVER	138,954,171
4220	BRUNSWICK near PALMER	BRUNSWICK NR PALMER	130,960,144
4216	Brunswick / Gertrude	BRUNSWICK/GERTRUDE	116,615,835
4143	SMITH near CHARLES	SMITH NR CHARLES	110,533,850
4222	GERTRUDE near NAPIER	GERTRUDE NR NAPIER	110,043,034
3452	Johnston / Napier	JOHNSTON / NAPIER	95,061,356
4144	Gertrude / Langridge / Smith	GERTRUDE/LANGRIDGE/SMITH	86,760,063
3186	NICHOLSON ST near PRINCES ST	NICHOLSON ST NR PRINCES ST	78,338,283
3532	NICHOLSON ST near CARLTON ST	NICHOLSON ST NR CARLTON ST	57,707,599
4428	NICHOLSON near HANOVER	NICHOLSON NR HANOVER	38,694,514

## 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.

