

Prahran Traffic Intelligence Profile

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

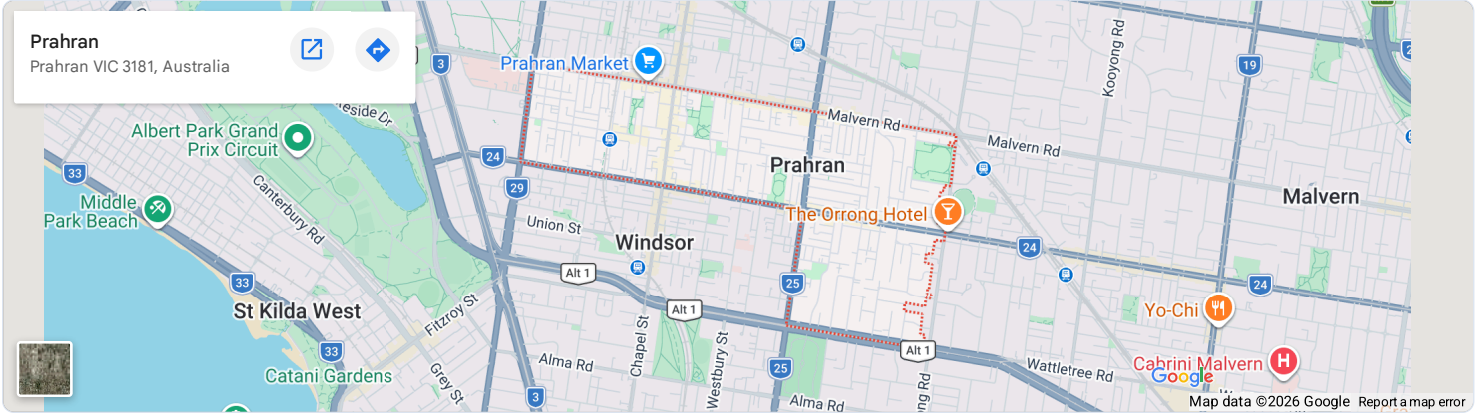
Generated: 20 May 2026 Suburb rank: #69 SCATS sites: 15 Postcode(s): 3142, 3143, 3181



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

Prahran contains 15 mapped SCATS traffic sites in this suburb-level profile. Across the historical dataset, these sites account for 2,243,373,402 vehicle movements, or approximately 2,243.4M.

The busiest mapped SCATS location in Prahran is Princes Highway East near CLOSEBURN, with 431,212,288 recorded movements across the historical period.

2,243.4M
Total mapped vehicle movements

15
Mapped SCATS sites

#69
Melbourne suburb movement rank

149,558,226
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.

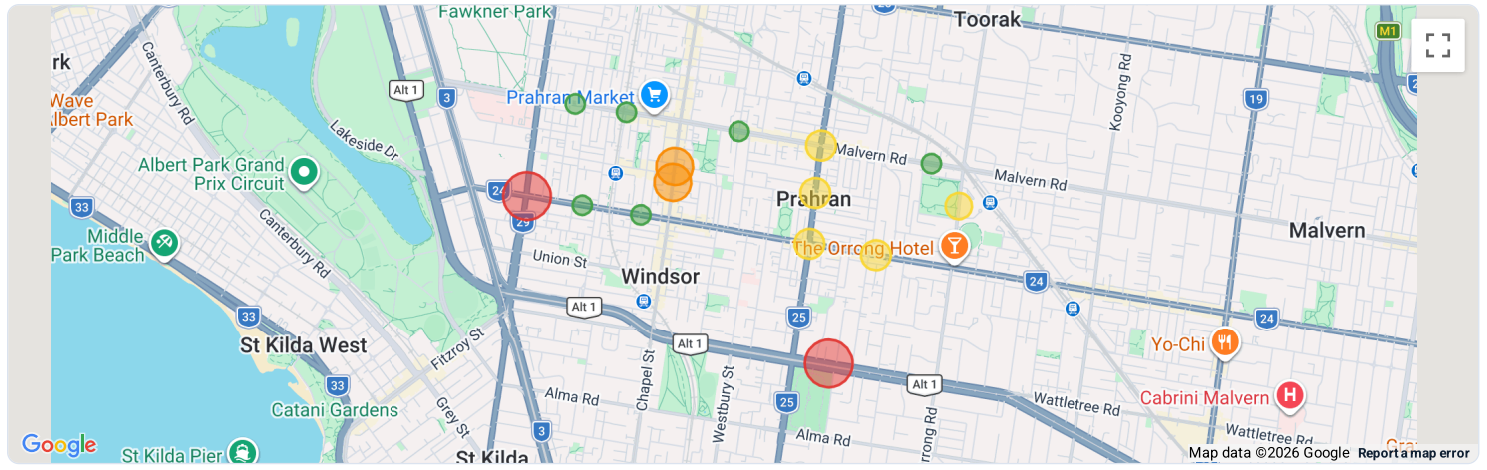
Top SCATS Sites in Prahran

#	SCATS ID	Location	Total movements	Millions	Rank
1	2985	Princes Highway East near CLOSEBURN PHE NR CLOSEBURN	431,212,288	431.2M	31
2	3401	Punt / High PUNT/HIGH	288,960,084	289.0M	219
3	4772	Chapel / Chatham / Princes CHAPEL/CHATHAM/PRINCES	230,900,268	230.9M	468
4	4773	CHAPEL near KING CHAPEL NR KING	224,538,256	224.5M	516
5	4755	Malvern / Williams MALVERN/WILLIAMS	170,293,283	170.3M	1025
6	4764	High / Williams HIGH/WILLIAMS	167,121,898	167.1M	1068
7	4765	HIGH near HIGHBURY HIGH NR HIGHBURY	115,054,729	115.1M	1924
8	2986	WILLIAMS near MURRAY WILLIAMS NR MURRAY	100,896,815	100.9M	2284
9	3971	ORRONG Rd / SYDNEY St ORRONG Rd / SYDNEY St	87,830,743	87.8M	2586
10	4761	High / Street Edmonds HIGH/ST EDMONDS	81,953,359	82.0M	2734

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 **Prahran**. 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: 15. 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

Princes Highway East near CLOSEBURN
431,212,288 vehicle movements
[Open busiest site in Google Maps](#)

Suburb Rank

Prahran ranks **#69** among mapped Melbourne suburbs/localities by total SCATS movement volume in this generated suburb summary.

Likely Dominant Corridors

- High
- Princes
- Malvern
- Williams
- CLOSEBURN
- Punt
- Chapel
- Chatham

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
2985	Princes Highway East near CLOSEBURN	PRINCES HWY EAST NR CLOSEBURN	431,212,288
3401	Punt / High	PUNT/HIGH	288,960,084
4772	Chapel / Chatham / Princes	CHAPEL/CHATHAM/PRINCES	230,900,268
4773	CHAPEL near KING	CHAPEL NR KING	224,538,256
4755	Malvern / Williams	MALVERN/WILLIAMS	170,293,283
4764	High / Williams	HIGH/WILLIAMS	167,121,898
4765	HIGH near HIGHBURY	HIGH NR HIGHBURY	115,054,729
2986	WILLIAMS near MURRAY	WILLIAMS NR MURRAY	100,896,815
3971	ORRRONG Rd / SYDNEY St	ORRRONG Rd / SYDNEY St	87,830,743
4761	High / Street Edmonds	HIGH/ST EDMONDS	81,953,359
2983	Commercial / Balmoral / Porter	COMMERCIAL/BALMORAL/PORTER	81,793,850
4751	COMMERCIAL near TYRONE	COMMERCIAL NR TYRONE	67,875,606
4754	Malvern / Bendigo / Surrey	MALVERN/BENDIGO/SURREY	67,838,110
4756	MALVERN near A'BECKETT	MALVERN NR A'BECKETT	63,790,327
4760	HIGH near PERTH	HIGH NR PERTH	63,313,786

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>