

# Rowville Traffic Intelligence Profile

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

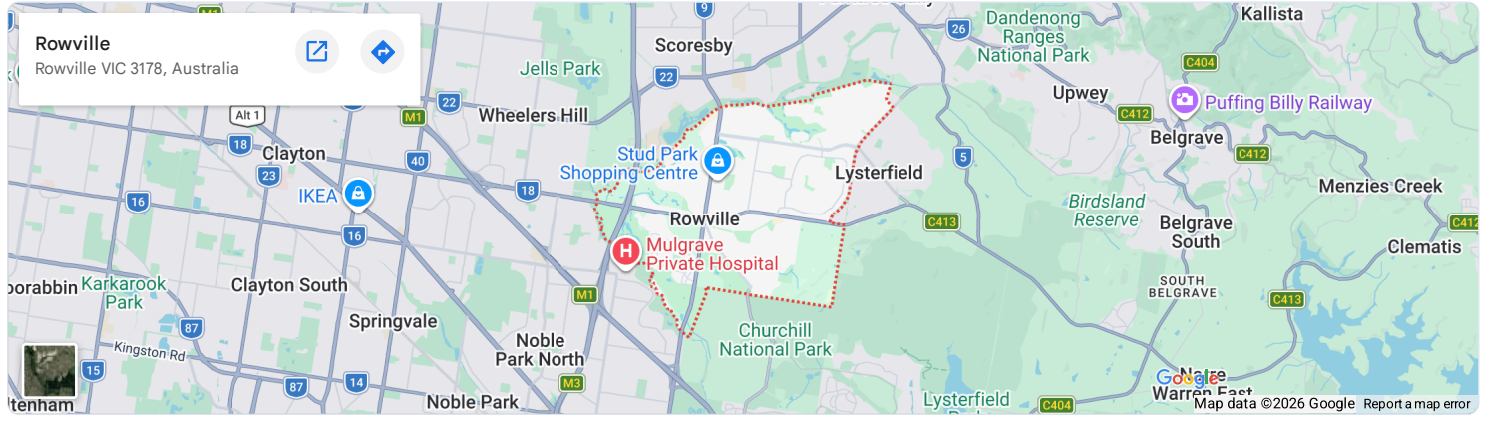
Generated: 20 May 2026   Suburb rank: #44   SCATS sites: 17   Postcode(s): 3178



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

Rowville contains 17 mapped SCATS traffic sites in this suburb-level profile. Across the historical dataset, these sites account for **3,111,874,499** vehicle movements, or approximately **3,111.9M**.

The busiest mapped SCATS location in Rowville is **Stud / Bergins**, with **317,561,062** recorded movements across the historical period.

**3,111.9M**

Total mapped vehicle movements

**17**

Mapped SCATS sites

**#44**

Melbourne suburb movement rank

**183,051,441**

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.

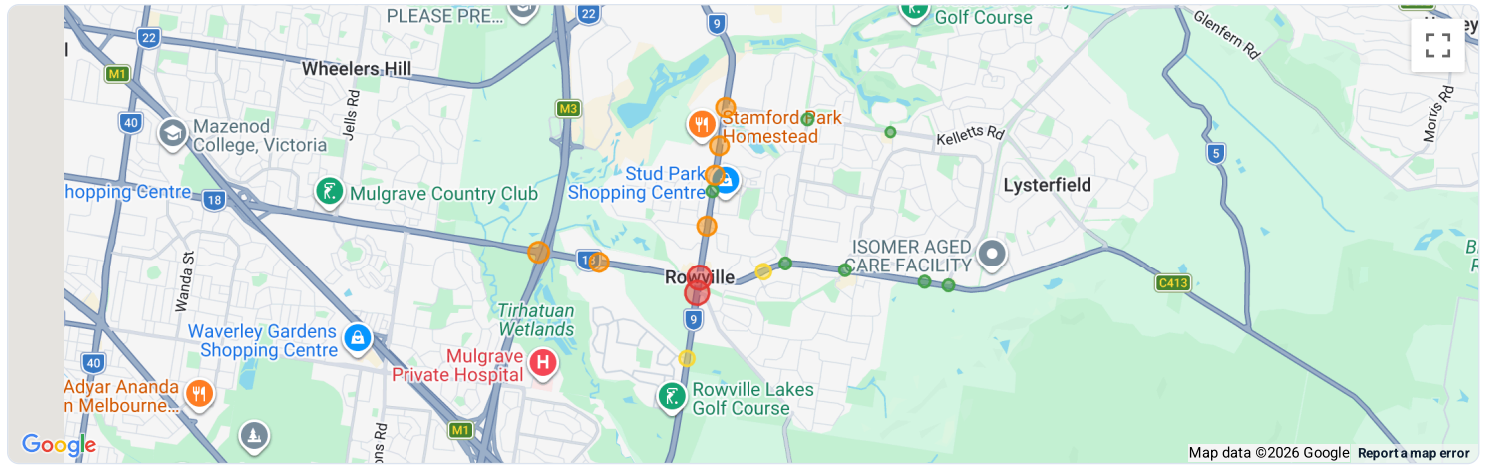
## Top SCATS Sites in Rowville

#	SCATS ID	Location	Total movements	Millions	Rank
1	2017	Stud / Bergins STUD/BERGINS	317,561,062	317.6M	153
2	784	Stud / Wellington STUD/WELLINGTON	314,650,790	314.7M	161
3	1108	Eastlink / Wellington EASTLINK/WELLINGTON	257,981,828	258.0M	338
4	782	Stud / Avalon STUD/AVALON	245,067,593	245.1M	393
5	786	Stud / Kelletts STUD/KELLETTS	221,286,393	221.3M	535
6	795	Stud / Lakeview / Fulham STUD/LAKEVIEW/FULHAM	198,974,643	199.0M	735
7	2022	Stud / Emmeline STUD/EMMELINE	198,850,182	198.9M	737
8	798	Wellington / Corporate / Jaydee WELLINGTON/CORPORATE/JAYDEE	198,047,564	198.0M	744
9	1170	STUD near TIMBERTOP STUD NR TIMBERTOP	172,446,521	172.4M	996
10	1355	WELLINGTON between WESTMINSTER & TAYLORS WELLINGTON BTW WESTMINSTER & TAYLORS	169,276,591	169.3M	1038

**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 **Rowville**. 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

**Stud / Bergins**  
317,561,062 vehicle movements  
[Open busiest site in Google Maps](#)

### Suburb Rank

Rowville ranks **#44** among mapped Melbourne suburbs/localities by total SCATS movement volume in this generated suburb summary.

### Likely Dominant Corridors

- Stud
- Wellington
- Kelletts
- Taylors
- Bergins
- Eastlink
- Avalon
- Lakeview

**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
2017	Stud / Bergins	STUD/BERGINS	317,561,062
784	Stud / Wellington	STUD/WELLINGTON	314,650,790
1108	Eastlink / Wellington	EASTLINK/WELLINGTON	257,981,828
782	Stud / Avalon	STUD/AVALON	245,067,593
786	Stud / Kelletts	STUD/KELLETTIS	221,286,393
795	Stud / Lakeview / Fulham	STUD/LAKEVIEW/FULHAM	198,974,643
2022	Stud / Emmeline	STUD/EMMELINE	198,850,182
798	Wellington / Corporate / Jaydee	WELLINGTON/CORPORATE/JAYDEE	198,047,564
1170	STUD near TIMBERTOP	STUD NR TIMBERTOP	172,446,521
1355	WELLINGTON between WESTMINSTER & TAYLORS	WELLINGTON BTW WESTMINSTER & TAYLORS	169,276,591
873	Wellington / Silkwood / Braeburn	WELLINGTON/SILKWOOD/BRAEBURN	145,926,813
803	Wellington / Taylors	WELLINGTON/TAYLORS	141,665,521
824	Kelletts / Taylors	KELLETTIS/TAYLORS	119,373,124
801	Stud / Stud Park Shopping Centre	STUD/STUD PARK SHOPPING CENTRE	107,495,618
881	Wellington / Pioneer Access	WELLINGTON/PIONEER ACCESS	107,358,206
789	Wellington / Napoleon	WELLINGTON/NAPOLEON	103,070,584
800	Kelletts / Street Lawrance Way.	KELLETTIS/ST LAWRENCE WAY.	92,841,466

## 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.

