

South Morang Traffic Intelligence Profile

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

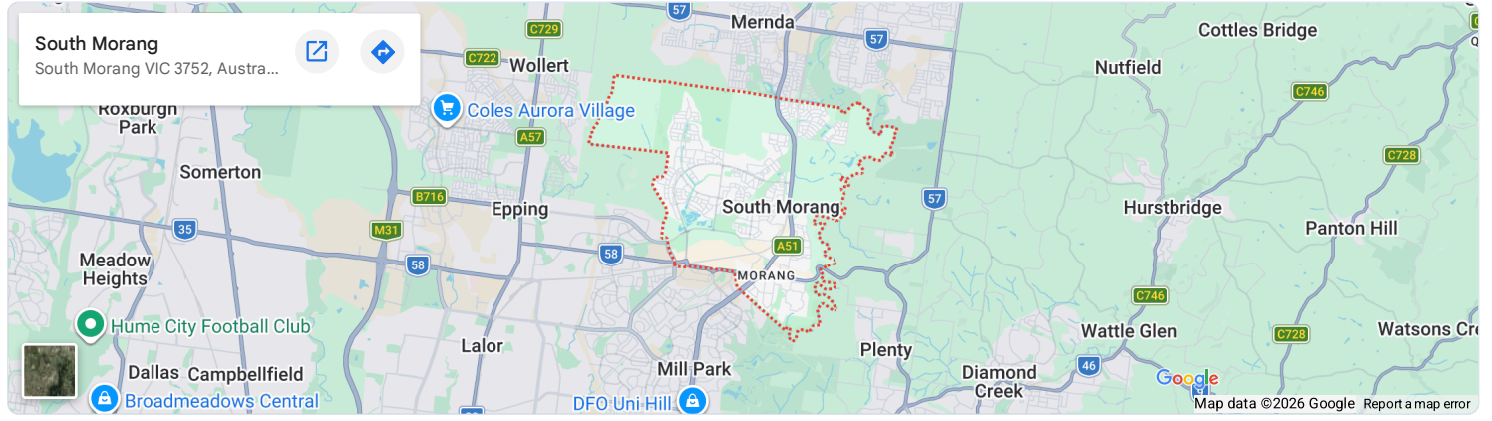
Generated: 20 May 2026 Suburb rank: #86 SCATS sites: 15 Postcode(s): 3076, 3082, 3752



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

South Morang contains 15 mapped SCATS traffic sites in this suburb-level profile. Across the historical dataset, these sites account for 1,882,089,131 vehicle movements, or approximately 1,882.1M.

The busiest mapped SCATS location in South Morang is Plenty / Mcdonalds / Gorge, with 230,637,428 recorded movements across the historical period.

1,882.1M
Total mapped vehicle movements

15
Mapped SCATS sites

#86
Melbourne suburb movement rank

125,472,608
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.

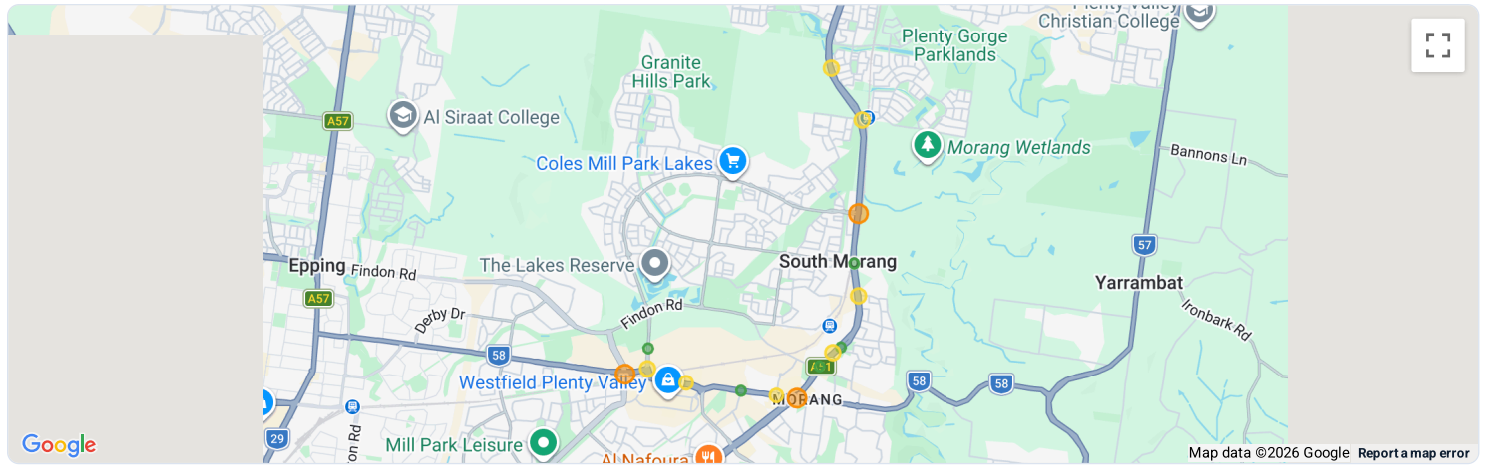
Top SCATS Sites in South Morang

#	SCATS ID	Location	Total movements	Millions	Rank
1	3946	Plenty / Mcdonalds / Gorge PLENTY/MCDONALDS/GORGE	230,637,428	230.6M	470
2	1304	Mcdonalds Road / Civic Drive MCDONALDS ROAD / CIVIC DRIVE	206,566,685	206.6M	655
3	4919	Plenty / The Lakes PLENTY/THE LAKES	187,614,237	187.6M	840
4	4688	Plenty / Hawkstowe / Mcarthurs Road. PLENTY/HAWKSTOWE/MCARTHURS RD.	167,776,097	167.8M	1062
5	3976	Plenty / Old Plenty PLENTY/OLD PLENTY	167,391,012	167.4M	1066
6	3915	Plenty / Streetagecoach PLENTY/STAGECOACH	152,934,027	152.9M	1242
7	3749	Plenty / Riverdale Streeth PLENTY/RIVERDALE STH	146,550,884	146.6M	1341
8	3897	Mcdonalds / Ferres MCDONALDS/FERRES	122,689,110	122.7M	1740
9	1561	Mcdonalds Road / Southlee Drive MCDONALDS ROAD / SOUTHLEE DRIVE	96,199,008	96.2M	2388
10	1382	Mcdonalds / Murdoch MCDONALDS/MURDOCH	86,019,798	86.0M	2632

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 **South Morang**. 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

Plenty / Mcdonalds / Gorge
 230,637,428 vehicle movements
[Open busiest site in Google Maps](#)

Suburb Rank

South Morang ranks **#86** among mapped Melbourne suburbs/localities by total SCATS movement volume in this generated suburb summary.

Likely Dominant Corridors

- Plenty
- Mcdonalds
- Gorge
- Civic
- Lakes
- Hawkstowe
- Mcarthurs
- Old Plenty

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
3946	Plenty / Mcdonalds / Gorge	PLENTY/MCDONALDS/GORGE	230,637,428
1304	Mcdonalds Road / Civic Drive	MCDONALDS ROAD / CIVIC DRIVE	206,566,685
4919	Plenty / The Lakes	PLENTY/THE LAKES	187,614,237
4688	Plenty / Hawkstowe / Mcarthurs Road.	PLENTY/HAWKSTOWE/MCARTHURS RD.	167,776,097
3976	Plenty / Old Plenty	PLENTY/OLD PLENTY	167,391,012
3915	Plenty / Streetagecoach	PLENTY/STAGECOACH	152,934,027
3749	Plenty / Riverdale Streeth	PLENTY/RIVERDALE STH	146,550,884
3897	Mcdonalds / Ferres	MCDONALDS/FERRES	122,689,110
1561	Mcdonalds Road / Southlee Drive	MCDONALDS ROAD / SOUTHLEE DRIVE	96,199,008
1382	Mcdonalds / Murdoch	MCDONALDS/MURDOCH	86,019,798
2710	Mcdonalds / Oleander / Danaher	MCDONALDS/OLEANDER/DANAHER	83,271,077
3945	Plenty / Findon	PLENTY / FINDON	73,055,453
3772	Plenty / Gordons	PLENTY/GORDONS	69,767,611
3584	FERRES BOULEVARD between FINDON & MCDONA	FERRES BOULEVARD between FINDON & MCDONA	50,020,412
1986	Plenty Road / Bellevue Boulevard	PLENTY ROAD / BELLEVUE BOULEVARD	41,596,292

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>