

THE
**BUTCHER
BAKER
COFFEE
MAKER**
BRANXTON





TWO HOURS FROM SYDNEY, 30 MINUTES FROM NEWCASTLE. BETWEEN THE BEST OF EVERYTHING THE HUNTER HAS TO OFFER.

BRANXTON

AN AUTHENTIC DESTINATION FOR A GROWING COMMUNITY AND TOURISM HUB



Aerial view of Branxton, NSW, circa 1940s. Scanned from a negative in Greg and Sylvia Ray's Ken Magor collection.

Branxton is on the doorstep of the Hunter wine region, positioned perfectly between the three growing population centres of Singleton, Maitland and Cessnock.

Proximity to Sydney and Newcastle, makes Branxton more than just an exciting destination to visit, but a place to live authentically.

The Hunter boasts the two biggest growth opportunities; agriculture and tourism, thus providing a unique opportunity to build booming businesses in both sectors, with Branxton at its centre.

Tourists come for a number of reasons, including art, design, history, food, wine and recreation. These are all opportunities that will guide the regeneration of Branxton.

Revival of Branxton offers a unique setting for a thriving high street, with a boutique butcher, bakery, cafes, florist, work spaces and retail.

People within 5min drive (approx)

9,000

Population by 2041 (approx)

↑ 20,000

People within 20mins drive

70,000+

Top 100 most loved destinations around the world in 2023
Tourism Sentiment Index (TSI)*

HUNTER VALLEY #27

Visitors to the Cessnock LGA per year

1.1 MILLION

Spending per year in Cessnock LGA

\$334.6 MILLION

Vehicles per day on the Hunter Expressway, only 2 mins drive away from Branxton, making it a perfect place to stop

30,000+

<https://profile.id.com.au/cessnock/about?WebID=220>
* <https://www.sentiment-index.com/most-loved>

RIPE FOR REVIVAL

URBAN VILLAGES ARE THE FUTURE

What's old is becoming new again. Community, connection, time for yourself and time for family are the new measures of success—and people are prepared to move away from the big cities to find them.

Branxton is a historic township that comes packed with the history and culture needed to create a thriving regional area. Small enough to be intimate and large enough to support an economy all of its own.

We're on a mission to make Branxton a thriving example of what Australia's regional towns can be, and in doing so, provide a genuine alternative to big city living. It has the infrastructure needed to showcase our integrated approach to business and urban village revival.

There is so much to love about what the team is doing here in Branxton and we invite you to join us on our journey to breathe new life into this thriving community.



NESTLED IN THE HEART OF THE HUNTER VALLEY, BRANXTON SHOWCASES HOW GOOD LIFE CAN BE



Artist impression: 59 Maitland Street, Branxton ©Shohetta
Featuring artwork: **Reko Rennie**, OA_RR 2017, three channel, digital video, sound, 7mins, 47 secs. Medich Collection



WORK, EAT, LIVE, CREATE

Grow together

We are working with council and all stakeholders to make new spaces and movements for a thriving Branxton community. Revival of the Main Street and establishing quality community spaces is critical to this success.

Immerse in art and design

Where there is space, there is space for the mind to wander. We're working with local artists and council to bring what they create out from within their walls and into the streets. Galleries, installations and shows to inspire people beyond the everyday.

Shared workspace

Working from home or away is the new norm, and there will be place to share ideas, collaborate and charge phones and laptops.

Farm to table

Branxton has a natural town centre in which to base your value-add operation and to establish new food brands and retail businesses. The only thing more rewarding than growing your own food is sharing it with those around you. The local food movement provides an opportunity to share and sell produce with others in the community.



**COMMUNITY
IS BORN WHEN
PEOPLE FIND
COMMON
GROUND**



YOUR BUTCHER, YOUR BAKER, YOUR COFFEE-MAKER

PEOPLE WHO KNOW YOUR NAME
AND KNOW WHAT YOU LIKE

We're not looking to make a new Branxton. We're looking to take what is great about it and add new energy.

The Hunter has a long history as a place of new beginnings and entrepreneurship. It was one of Australia's first agricultural hubs, with industrious settlers first establishing farms in the region in the 1820s.

200 years later we're looking to rekindle this spirit of can-do, innovation, good honest food and authenticity.

The places we create build on the history. We're looking to retain the relaxed country feel while adding ideas and flavours usually found in the big city. As such, many of the concepts and place names are throw backs to the past.

Our vision to create a thriving town centre that gives visitors and locals alike authentic experiences with exceptional product offerings.

The vision has already begun..

HUNGERFORD MEAT CO & BURGERS BY HMC

Hungerford Meat Co. has been a household name for homes in the Hunter region, known for producing some of the best butchery goods for many years.

Since 2016, when current owner Michael Robinson took over the business, Hungerford Meat Co. has continued offering high-quality goods with the community at its core but with a fresh and elevated approach.

The humble butcher shop set up in the cosy country town of Branxton now boasts a fresh fit-out and a food offering not to be missed. The new Burgers by HMC has quickly become a local favourite as well as enticing keen burger lovers out to Branxton.





AUTHENTIC BY DESIGN

LOCAL HERITAGE BUILDINGS REIMAGINED FOR A MODERN LIFE

Branxton is an agricultural village, with a collection of heritage buildings re-imagined by esteemed local and international architects. Our vision restores the old character of the main street with unique architectural interventions that provide opportunities to engage with the street, laneways and backyards.

Leading design.

Snohetta are an Award winning, International design firm with a focus on crisp detailing and connection with landscapes. They have developed the masterplan vision to activate the main street, laneways and backyards.

Curious Practice are a local architecture firm who develop a sense of place through all their work. Their sensitive interventions have been well recognised and makes them one of the pre-eminent emerging architects in Australia.

Flexibility.

The collection of buildings and mix of spaces provides flexibility to suit your specific requirements.

Connectivity.

Branxton is an easy drive from most hunter locations, and you'll find parking a breeze, with plentiful free parking available.

Clinton Murray gives Hungerford Meat Co, a facelift

Melbourne-based residential architect, Clinton Murray, created a space that perfectly melds together the historical value of the building, the needs of a butcher, and a crisp yet still fun interior vibe.



BRANXTON

BELFORD LAND PROJECTS

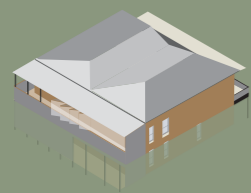
Join a like minded community as we enhance and grow the diversity of food, retail and creative experiences in Branxton.



OPPORTUNITIES

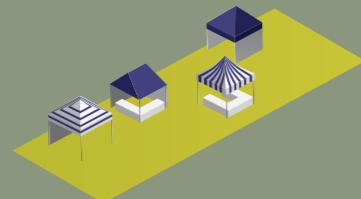
Belford Land has commenced renovations on several of Branxton's beautiful heritage buildings and we are now seeking interest from businesses to lease the spaces and breathe new life into this thriving community.

We are looking for complementary experiences at every level from boutique hotels and day spas through to gelato bars. Building uses are indicative only, and spaces are flexible for the right offering.



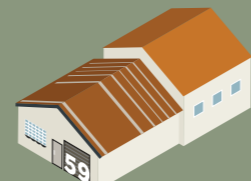
56-58 Maitland Street

Renovation Underway shortly
Opportunity Upstairs commercial space



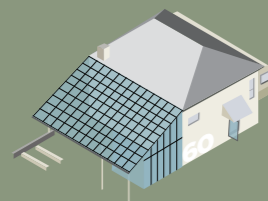
57 Maitland Street

Renovation Underway shortly
Opportunity Community market



59 Maitland Street

Renovation In progress
Opportunity Destination Espresso



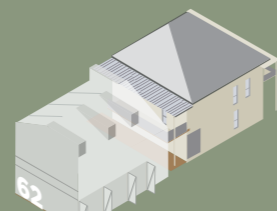
60 Maitland Street

Renovation Underway shortly
Opportunity Deli



61 Maitland Street

Renovation In progress
Opportunity Bakery



62 Maitland Street

Renovation Underway shortly
Opportunity Florist/retail/ceramics



63 Maitland Street

Renovation In progress
Opportunity Cafe/picklery



72 Maitland Street

Renovation Underway shortly
Opportunity Art gallery/upstairs commercial space



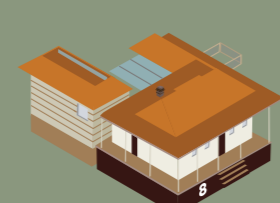
72a Maitland Street

Renovation Underway shortly
Opportunity Gelato bar



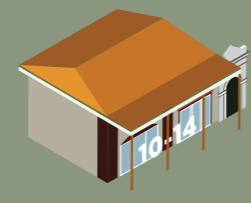
76 Maitland Street

Renovation Underway shortly
Opportunity Office hub/pizza restaurant



8 Clift Street

Renovation Underway shortly
Opportunity Boutique hotel/Day spa



10 Clift Street

Renovation Underway shortly
Opportunity Takeaway offering



BELFORD LAND

A NEW PHILOSOPHY FOR LIVING

Health and wellness, community and culture, sustainability and liveability.

These are the cornerstones of the suburb of the future. Our estates at Murrays Rise and Radford Park allow locals old and new to put down roots and establish a more meaningful life. Buyers are encouraged to buy into not just the land where they will lay their roots, but also the Branxton ethos. Thoughtful master planning, intensive tree plantings and landscaping create pleasant, inviting and attractive streetscapes.

It's not about where you live and work, it's how you live and work.

Through our developments and the regeneration of Branxton we seek to create Australia's most liveable community, for people who want to live better and more authentically. As part of our developments, we explore initiatives that 'build in' sustainability and deliver on our promise of purpose-led living. It won't take long to get to know your friendly locals. Everyone is quick to smile. It's that kind of place. Don't be surprised if a wave "hello" turns into an hour-long chat.

New ways of working.

Australians who live in towns of less than 1,000 residents, or rural locations, have significantly higher levels of life satisfaction than those living in major cities, according to Australia's most comprehensive household survey. Technology now allows city workers to decentralise from offices and still get the job done. Lying between Maitland, Singleton and Cessnock, it is moments from the nearby Pokolbin culinary hub. Working from anywhere means the location is perfect for professionals, families and businesses.

Investing in the Branxton lifestyle.

Belford Land are investing in Branxton, we are engaging esteemed local and international architects to retain the historical charm and elevate the fine colonial architecture. Our renovations include high-end commercial grade kitchens, leading interior design and art installations. If you've been dreaming of creating something special, imagine your next authentic experience here in Branxton, nestled amongst the best of the food and wine scene of the Hunter Valley.

BRANXTON

ENQUIRIES

E: enquiries@branxton.com.au