With the surge of new development after the First World War the commercial centre moved away from the station towards Hill Avenue and Sycamore Road. Developed by Falkner & Sons, Hill Avenue was originally residential but over time it became populated with shops.

By 1924, Amersham-on-the-Hill was a thriving town, with over 70 shops and businesses catering to every need. The shopkeepers were a mixture of newcomers and inhabitants from the old town taking advantage of the shift of population up the hill. By the mid 1930s the number of shops had more than doubled to over 170. In 1937 Sainsbury’s built the focal point of Sycamore Road, Chiltern Parade. The building was divided into nine shops, with Sainsbury’s occupying the central spot.

There was significant redevelopment in the 1960s. Woolworth’s arrived on Sycamore Road, on the site of Hall’s Hollybush Nursery. A new St Michael’s Church was built, in front of the original church. Amersham Free Church moved to a new site on the corner of Woodside Road and Sycamore Road. Shops were developed on its former Sycamore Road site. A new row of shops was built at the bottom of Hill Avenue. By the end of the 1960s the shopping streets looked much the way we see them today.