

SP9 - Chesham town centre policy

Implementation

- 5.121 The Council will work with partners, landowners, developers and the community to deliver the regeneration of Chesham Town Centre in line with this policy and the Chesham Regeneration Strategy.

Purpose

- 5.122 The purpose of this policy is to support the regeneration and long-term vitality and viability of Chesham Town Centre. The policy seeks to reinforce its role as an important centre for shopping, employment, leisure, culture and community activity whilst supporting town centre living, sustainable transport, heritage conservation and high-quality public realm improvements.
- 5.123 Proposals that accord with this policy and contribute positively to the town centre's role and function will be supported.

Implementation through Development Management Policies

- 5.124 The delivery of regeneration, growth and investment in Chesham Town Centre through Policy SP9 will be supported by the Development Management policies in Chapter 7. Proposals will be expected to accord with policies relating to the Retail Hierarchy, Development within Buckinghamshire's Centres and Development for Main Town Centre Uses Outside Buckinghamshire's Centres. These policies provide the detailed framework for maintaining and enhancing the vitality and viability of Chesham Town Centre, supporting an appropriate mix of retail, leisure, commercial, cultural, residential and community uses, and ensuring that development is directed towards accessible and sustainable locations.
- 5.125 Development proposals will also be expected to comply with policies relating to Strategic and Key Employment Sites, Other Employment Sites, Small Employment Sites, Skills and Local Employment, Tourism, Community, Sport and Leisure Facilities and Sport, Leisure and Recreation where relevant. Together, these policies support economic growth, investment, employment creation, cultural activity and the continued regeneration of Chesham Town Centre as a vibrant local centre serving residents, businesses and visitors.
- 5.126 In addition, proposals should accord with other relevant Development Management policies relating to Design of Developments, Residential Amenity, Space Standards, Conservation Areas, Heritage Assets, Health Impact Assessment, Community Food Growing, Transport Requirements for New Development, Parking Standards, Public Rights of Way, Infrastructure Delivery, Telecommunications Infrastructure, Biodiversity Protection and Enhancement, Biodiversity Gain and Nature Recovery, Green Infrastructure, Trees, Ancient and Veteran Trees, Woodlands and Orchards, Landscape Character and Visual Amenity, Pollution, Air Quality and Contaminated Land, Flood Risk, Sustainable Drainage Systems and Water Efficiency Standards. Together, these policies ensure that development contributes to the delivery of a high-quality, accessible, healthy and climate-resilient town centre, whilst conserving and enhancing Chesham's historic environment, strengthening its economic and community role and supporting the creation of a sustainable and distinctive place for residents, businesses and visitors.

This strategic policy is supporting Local Plan objectives 1, 4, 7 and 8.

Policy SP9: Chesham town centre policy

1. Chesham Town Centre will be a key focus for regeneration, investment and growth, building on its potential as a local hub for independent and creative retail, urban living, social interaction, community and economic activity. The town centre boundary and primary shopping frontages are defined on the Policies Map.
2. Development proposals within the town centre will be expected to:
 - a) support the growth of Chesham town centre and its local role providing jobs and services to nearby residents.
 - b) enhance vitality and viability throughout the day and evening economy.
 - c) deliver a diverse mix of uses including retail, leisure, culture, employment, residential and community facilities, including building on opportunities for town centre living.
 - d) intensify the use of land, particularly on underused or vacant sites.
 - e) conserve and enhance heritage assets, including the historic High Street and conservation areas, and their settings.
 - f) maintain and enhance the attractive, traffic-free high street and encourages social interaction and dwell time.
 - g) prioritise walking, cycling and public transport, including improved access to Chesham Underground station.
 - h) conserve and enhance linkages between the town centre and Lowndes park, a key town assets and green and blue space.
 - i) create safe, inclusive and legible routes for all users.
3. Proposals will be required to demonstrate how they support and contribute to the objectives of Policy SP5 (Town Centre Regeneration).

Opportunity Areas and Delivery

4. Key opportunity areas will be identified on the Policies Map and in supporting strategies, including (but not limited to):
 - a) Star Yard Car Park (policy ref).
 - b) UK House (policy ref); and
 - c) Sites adjoining the town centre.