The core of Faversham starts around the knot of West Street and runs out as a continuous space along Market Place and on into Court Street, 3, and Abbey Street, slowly pinching in, curving and thinning, 4—then, just as the street ends, you side step left between some more buildings and suddenly, there's the creek flowing out to marshland and the Swale, 5, 6.

**CHIPPING NORTON**

While in relation to the size of its body Faversham's core is small, the core of Chipping Norton is, on the other hand, large. However, the major part of the core in both towns, the heart, is of similar size. But whereas Faversham's runs out gently along Court Street and Abbey Street, Chipping Norton's core is nearly all heart and nothing more.

The core of Chipping Norton (see plans C and D) consists of the Market Place and the thin sliver of road running into it. The body of the

_The town is wedded in thickly around the structure of the Market Place._

Sloping away from the slopes of land, this is a low, level, and handsome space crowned in the mellowing limestone of a seventeenth-century architecture, having a clean and airy simplicity about it. The long, formal frontage of the east side of the market place rises higher than that of the west which is below it across the spacious square. This west side is more irregular but harmoniously scaled... the roofscape rising and falling like a gentle wave while beyond is the rolling country falling away before it rises up into a long ridge like a breaker.

At the north end of the market place, where it narrows to a pinch along the A361 as it runs out towards Banbury, in the late sixteenth-century Guildhall. At the south end, closing the view, is the classical town hall, 7, built in 1986 in latter-day Georgian. To the right of this, out of sight, the A46 turns at a right-angle down the narrow passage of New Street, 8, and then opens up again as it runs along cross country to Worcester.

**COMPARISON**

In both towns the core area consists of closely knitted small scale buildings glued tightly together. Chipping Norton's is a more clearly defined area, with greater simplicity and conformity in style and scale. At Faversham the core conforms less in style but has a greater degree of rectification in the way its buildings line the core irregularly which gives it its real charm.

In both cases the overall structure is just right. Any opening up would inevitably harm the general character.

**ROAD THREATS**

**FAVERSHAM**

At Faversham, Kent County Council want to cut through the northern edge of the heart of the town as part of a proposed ring road for town traffic. Already in Crescent Road you can judge the effect of such a proposal. Here part of the road has been built and you can see the disastrous breakdown in scale and continuity which is created, 8, 10.