Area 1: Centre and East
- Rowden Manor, historic focus of the Conservation Area; buildings grouped as farmstead on the moated site of the original manor.
- Pudding Brook and Holywell Brook intersected by mature hedgerows and trees.
- Large irregular field system divided by hedgerows.
- Public footpath runs north from Chippenham to Lackham.

Area 2: South and West
- Relatively flat plain intersected by Pudding Brook and Holywell Brook, surrounded by higher ground.
- Rowdian Manor to the east.
- Fields divided by mature hedgerows and trees.
- Sewage works screened by hedgerows.
- Public footpath north to Chippenham, south to Lackham and west to B4528.

Area 3: North and West
- Land slopes gently down from west to east.
- Views north to Chippenham, north-west to the Pewsham estate.
- Parts of Hadrian’s Wall and the King Alfred’s Way footpath.

Area 4: North and North East
- Predominantly flat but rising sharply to the east.
- River Avon bisects the area, north-south.
- Raised carriageways of Avenue La Fleche and Pewsham Way to the north and east; major road features.
- Large fields divided by hedgerows.
- Views north to development on the southern edge of Chippenham and east to the Pewsham estate.
- Part of Half-Yardland, subject of historical ownership disputes between the Hungerford family and the Crown.

Legends:
- Site boundary
- Footpaths (Note 3)
- National Cycle routes and numbers
- Local cycle routes
- Rowden Conservation Area
- Chippenham Conservation Area
- Landscape Character Areas from Rowden Conservation Area Statement (Note 2)
- Centre and East
- South and West
- North and East
- North and North East

Notes:
1) Aerial Photography was flown June 2006.
2) Rowden Conservation Area Statement Adopted January 1997 Published September 1999.
3) Footpaths taken from OS explorer 156.
4) Cycle routes taken from SUSTRANS website 15.07.11.
5) For details refer to LDA Illustrative Masterplan.