



**Figure 10.17** The Square at West Ham station.

station at North Greenwich was located at a highly derelict location but it enabled the ill-fated Millennium Dome to be built and the festival to be held. Perhaps, Stratford has the greatest potential because of its connection to the new international station on the Channel tunnel and rail link. The multiplier effect of the investment in the line will depend on the state of the economy more than the state of the architecture. Time will tell. The line does bind parts of London long neglected into the whole. The urban and architectural image is very important in an era of the

globalization of marketing. It establishes an air of up-to-dateness.

### Major references

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