The initial masterplan redefined the balance between qualitative public space matching the grandeur of the surrounding buildings, the recovery of the markets function and the remaining need for mobility and parking. Several town meetings and inquiries with the residents and local shop owners were held. This resulted in a partial relocation of the existing parking spots to a newly built car parking building just outside of the city centre, prior to the renovation of the market. The remaining parking places would be for short stay, guarded with time sensors. These interventions fit within the new circulation plan that would keep ongoing traffic out of the city centre as much as possible.

In recent years, the central city square served as one large traffic node around a car park for residents and visitors of the local shopping apparatus. The original function - a market and meeting point for the residents of the town - was completely lost.

The City of Oudenaarde wanted to make its city centre a pleasant meeting place. From inquiries with the residents, it turned out that less traffic and a pleasant place to stay were the high on the wish list for most people. The masterplan provides an answer to these preconditions without losing sight of the overall picture.

The water features around the fountain and the reposing places with trees, benches and raised platforms would make the central areas of the Markt into a more representative but playful meeting area, surrounded by terraces of bars and restaurants.

The Kleine Markt has a more intimate atmosphere with several seating areas.