Horace Downtown Neighborhood Plan



PLAN VISION & GOALS

The Vision and Goals represent the comments and preferences of Horace residents who participated in public engagement throughout this project and the approximately 1,300 individual responses received through the Plan's development!

Vision

Horace, North Dakota is a small, welcoming town nestled along the Sheyenne River. We've quickly grown into a community that cherishes its unique character and are dedicated to preserving the qualities that make Horace such a great place to live. Whether you're enjoying the beautiful, rural surroundings, taking a stroll to our charming Main Street, or biking to the famous "Uncle John's" giant cottonwood tree, you'll find a community for all ages and stages of life; a good hometown.

Our Downtown Neighborhood Plan will reflect our community's values to:

Preserve our quality of life that has persevered for over 150 years

Thoughtfully accommodate growth

Establish a publicly supported vision for downtown

Sustain what makes Horace such a desirable place to call home

Goals

- 1. Preserve community character and strengthen the city's identity.
- 2. Right-size infrastructure to surrounding development.
- 3. Invest in older, core parts of town.
- 4. Prioritize connection and safety for people walking and biking.
- 5. Identify funding opportunities for Plan implementation.
- 6. Cultivate and sustain unique community experiences and opportunities.

HOW DO WE USE THE PLAN?



Establish Policy

The Plan outlines the City's official stance on the future of downtown and multimodal transportation development, offering clear guidance for leaders, residents, businesses, and visitors.



Identify & Prioritize Strategies

It provides actionable steps and prioritizes projects to turn the City's vision into reality.



Provide Guardrails

The Plan preserves Horace's identity and reflects public input, setting expectations for future development that meets the community's vision for the future.

Additional Uses

- Review public engagement results and public sentiment
- Identify community challenges and opportunities
- Understand and shape community identity
- Envision future growth
- Prioritize implementation strategies
- Explore funding options

QUICK FACTS

• Horace Population in 2023: 6,655



- Area: 11.6 square miles.
- Density: 573.7 people per square mile.
- Median household income: \$146,184.
- Number of households: 1,951.
- Average household size: 2.8 people

DOES HORACE HAVE A DOWNTOWN?

Yes! However, locals generally refer to this area as 'Main Street'. Like other small towns across North Dakota, Main Street has served as the heart of Horace's downtown for over 150 years. Historically, the boundary of downtown has not been defined. Through development of the Plan, a clearer definition of Downtown Horace has been established by identifying a study focus area.



CITY HISTORY

Horace was established in 1871 (Dakota Territory) by a diverse group of settlers including professionals such as doctors, teachers, and merchants. Since settlement, the primary way to make a living was through farming and agriculture. As the community grew and technology advanced, grain elevators were constructed in 1900 on Main Street, in the very heart of the community, and have served as distinctive landmarks of Horace since then.

Main Street has long served Horace's central business district and primary location for commerce and local services. As the photos show below, Main Street has had numerous businesses and storefronts, likely since shortly after settlement in 1871, as documented in historical photographs.



Photo circa the 1940s or 1950s. There was a grocery store located in the southwest corner of the intersection of Main Street and Center Avenue (Fairway Foods). Grain elevators can be seen in the background.

WHY IS DOWNTOWN HORACE IMPORTANT?



1. Preserving Community Character

Downtown Horace helps maintain the city's small-town charm, which is threatened by rapid growth. The Downtown Neighborhood Plan ensures future development aligns with residents'vision, with right-sized infrastructure and design.



2. Managing Growth Pressure

Horace has grown over 500 percent since 1990 and continues to expand. Downtown offers a way to focus growth inward, preserving community values.

3. Financial Efficiency & Value

Downtown development uses existing infrastructure and generates higher value per acre than suburban-style development. It reduces reliance on special tax assessments and increases property and sales tax revenue through compact, mixed-use designs that foster new business and economic development.



4. Multimodal Transportation Hub

Downtown is walkable and bike-friendly due to its traditional layout. While new paths have been added across the community, downtown remains central to connecting neighborhoods and promoting pedestrian and cyclist access citywide.

PUBLIC ENGAGEMENT

Round 1 Engagement

In the Fall of 2024, the first round of public engagement included two significant efforts to collect feedback from Horace residents about the future of downtown:

- Online Community Survey #1
- Bean Days In-Person Pop-Up Booths

Stakeholder Meetings

The project team conducted specific outreach to key stakeholders of the Downtown Neighborhood Plan. Stakeholders were identified as strategic partners in plan development and for implementation of future Plan recommendations. Additionally, property and business owners along Main Street were invited to participate in stakeholder meetings to discuss opportunities and challenges of the plan.

Round 2 Engagement

At the beginning of 2025, the second round of public engagement provided two additional ways to collect feedback from Horace residents about the future of downtown:

- Online Community Survey #2
- Public Workshops

The second round of public engagement for the Plan presented options and concepts for the future of downtown, and future connections and multimodal transportation strategies.

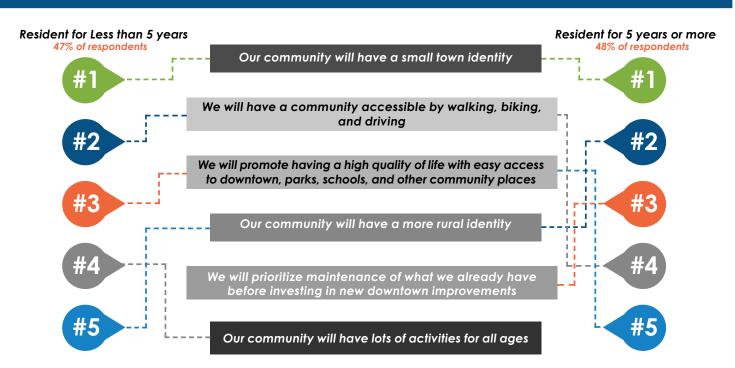


WHAT GUIDES OUR DOWNTOWN PLAN?

Residents, both old and new, were in agreement about the future of Horace:

- 1. Rural Small Town Identity
- 2. A Community Accessible by Walking, Biking, and Driving
- 3. Utility Improvements and Maintenance
- 4. High Quality of Life
- 5. Activities for Everyone

There were 1,300 individual responses to engagement activities and surveys as part of the Plan's development



FINAL DOWNTOWN CONCEPT

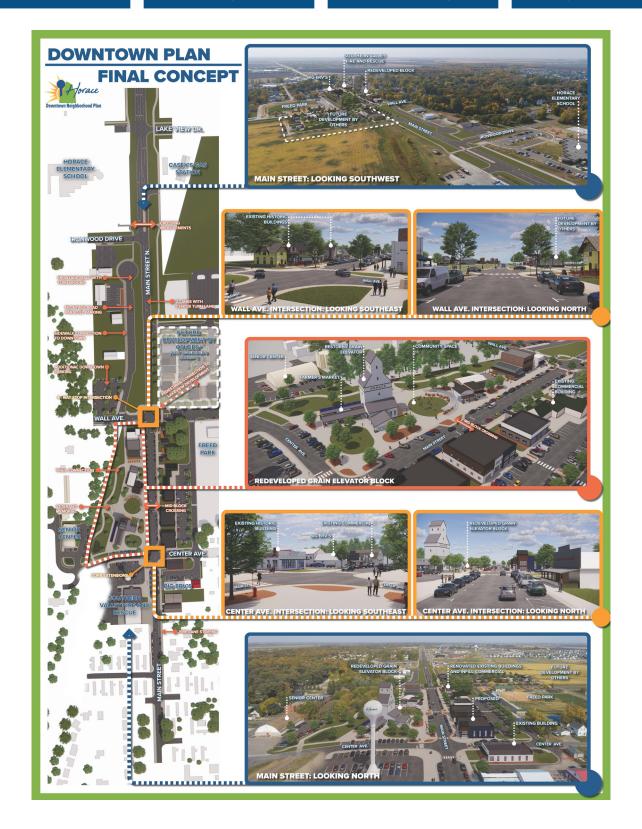
The final vision for Downtown Horace positions the core downtown—identified by the community—as the vibrant center of the city's economic and social life. At its heart, the plan celebrates Horace's small-town charm and agricultural heritage by featuring one of the historic grain elevators as a central landmark. This community space, adjacent to the Senior Center, will serve as a gathering place for events such as a farmer's market, community celebrations, and potentially a Veteran's Memorial. Key elements of the concept include:

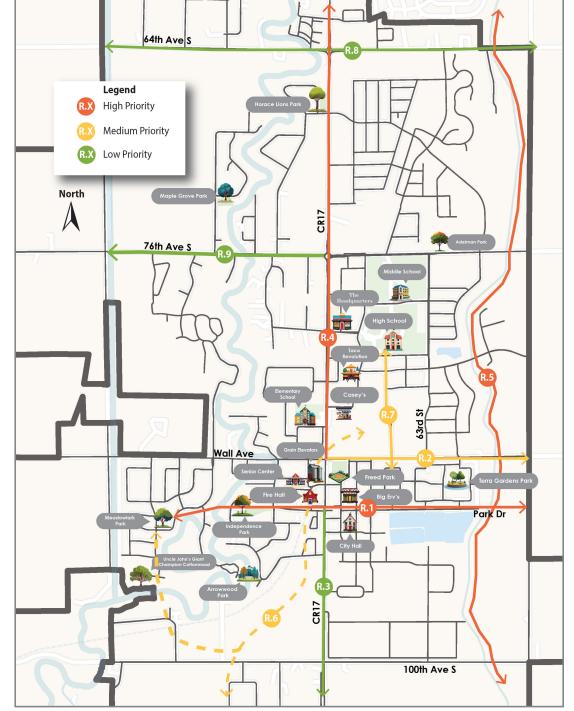
Preserving
Character & Scale

Commercial Development

Connectivity & Accessibility

Traffic & Parking Improvements

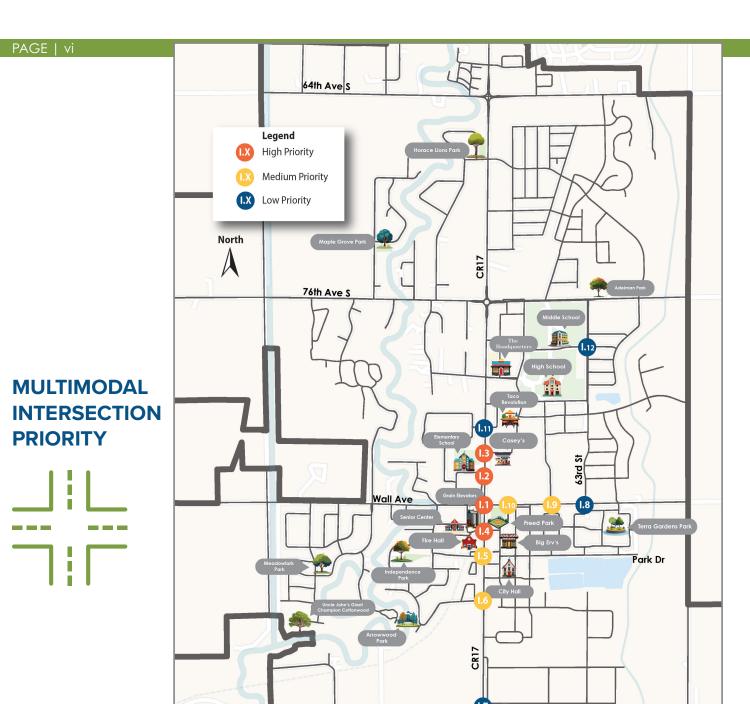




MULTIMODAL ROUTE PRIORITY



ID	Location	From	То	Description	Priority
R.4	Main St./CR 17	Wall Ave.	52nd Ave. S.	Shared Use Path, both sides.	High
R.5	Drain 27	100th Ave. S.	64th Ave. S.	Off-Street Trail, at least one side.	High
R.1	Park Dr.	Boxelder Cir.	Drain 27	Off-Street Trail and Yield Street.	High
R.2	Wall Ave.	Main St.	57th St. S.	Sidewalk, north side; and Shared Use Path, south side.	Medium
R.7	Front Street	Wall Ave.	82nd Ave. S.	Shared Use Path, west side; and Sidewalk, east side.	Medium
R.6	Southwest Alignment	S. of 100th Ave. S.	Wall Ave.	Off-Street Trail and Shared Use Path.	Medium
R.3	Main St./CR 17	Park Drive	S. of 100th Ave. S.	Shared Use Path, both sides.	Low
R.9	76th Ave. S.	Sheyenne Diversion	57th St. S.	Shared Use Path, south side; and Sidewalk, north side.	Low
R.8	64th Ave. S.	Sheyenne Diversion	57th St. S.	Shared Use Path, at least one side.	Low



ID	Intersection Location	Description	Priority
1.1	Main St. & Wall Ave.	Maintain existing intersection control with multimodal improvements.	High
1.2	Main St. & Ironwood Dr.	Maintain existing control with strategic upgrades to multimodal improvements.	High
1.3	CR 17 & Lakeview Dr.	Maintain Existing Configuration.	High
1.4	Main St. & Center Ave.	Convert to 4-Way Stop control with multimodal improvements.	High
1.5	Main St. & Park Dr.	Convert to 4-Way Stop control with multimodal improvements.	Medium
1.7	CR 17 & 100th Ave. S.	Convert to Roundabout with multimodal improvements.	Medium
1.9	Wall Ave. & Front St.	Maintain existing intersection control with multimodal improvements.	Medium
1.10	Wall Ave. & Nelson Dr./Future Lakeview Dr.	Convert to 4-Way Stop control with multimodal improvements.	Medium
1.6	CR 17 & Liberty Ln.	Maintain existing intersection control with multimodal improvements.	Low
1.8	Wall Ave. & 63rd St. S.	Maintain existing intersection control with multimodal improvements.	Low
1.11	CR 17 & Chestnut Dr. or 81st Ave. S.	Maintain existing intersection control with multimodal improvements.	Low
1.12	63rd St. S. & 79th Ave. S.	Maintain existing intersection control with multimodal improvements.	Low

100th Ave S