

By: Wade Long
Introduced: June 15, 2026
Public Hearing: July 20, 2026
(postponed)
Public Hearing: August 3, 2026
Action: Approved

**MATANUSKA-SUSITNA BOROUGH
PLANNING COMMISSION RESOLUTION NO. 26-10**

A RESOLUTION OF THE MATANUSKA-SUSITNA BOROUGH PLANNING COMMISSION APPROVING A CONDITIONAL USE PERMIT TO EXPAND OPERATIONS FOR A PRE-EXISTING ALCOHOLIC BEVERAGE DISPENSARY (BAR), LOCATED AT 10204 SOUTH KNIK GOOSE BAY ROAD, TAX ID# 7186000L001; LOCATED WITHIN TOWNSHIP 16 NORTH, RANGE 03 WEST, SECTION 24, SEWARD MERIDIAN.

WHEREAS, an application has been received from Douglas Massie on behalf of Knik Landing, for a conditional use permit to expand an existing beverage dispensary (bar) at 10204 S Knik Goose Bay Road (Tax ID #7186000L001); within Township 16 North, Range 3 West, Section 24, Seward Meridian; and

WHEREAS, the applicant proposes to construct a 5,000 square foot event building and a 2,000 square foot outdoor deck associated with the existing Knik Bar & Liquor operation; and

WHEREAS, the beverage dispensary use at Knik Bar & Liquor operates under an existing legal nonconforming status issued in 1985 (LCUP/GFR #177019850008); and

WHEREAS, the existing Knik Bar & Liquor operation is proposed to operate under the name "Knik Landing Event Center" as part of the expanded use; and

WHEREAS, the proposed use represents an expansion of the existing beverage dispensary operation from legal nonconforming status; and

WHEREAS, the subject property is located within the Knik Sled Dog and Recreation Special Land Use District; and

WHEREAS, development within the district is required to comply with the applicable development standards and requirements of MSB 17.20.070(A) Table 1; and

WHEREAS, table 1 establishes buffering requirements for new large-scale commercial and heavy industrial development; and

WHEREAS, "large-scale commercial" is defined in MSB 17.125 as a commercial building with a total gross building area equal to or exceeding 25,000 square feet; and

WHEREAS, the proposed development consists of a 3,600 square foot restaurant, 5,000 square foot event building, and a 2,000 square foot outdoor deck; and

WHEREAS, the total square footage is approximately 10,600 square feet, which does not meet the definition of large-scale commercial development; and

WHEREAS, table 1 requires that glare and illumination associated with exterior lighting are required to be contained on

the subject property and not impact adjacent properties, surrounding lands, or the night sky; and

WHEREAS, according to the application materials, exterior lighting associated with the proposed development will be downward-directed and shielded, which is intended to direct light toward the ground and minimize light spillover onto adjacent properties; and

WHEREAS, this design is consistent with the requirement to contain illumination on-site and reduce impacts to surrounding uses; and

WHEREAS, glare from exterior lighting is required to be shielded from vehicular traffic and shall not impair traffic safety; and

WHEREAS, the application materials provided show that no lighting fixtures will exceed 20 feet in height; and

WHEREAS, Table 1 requires a minimum lot size of 40,000 square feet, consistent with MSB Title 43, unless reduced through the provision of community water or sewer; and

WHEREAS, the subject property is approximately 2.76 acres in size, which exceeds the minimum 40,000 square foot requirement; and

WHEREAS, table 1 requires a minimum setback of 30 feet between new large-scale commercial or heavy industrial structures and the property line of the nearest existing land uses; and

WHEREAS, MSB 17.70.020 requires a conditional use permit for the operation of an alcoholic beverage dispensary (bar); and

WHEREAS, an application for a restaurant endorsement associated with the existing Beverage Dispensary license is currently under review by the State of Alaska and is pending approval by the Matanuska-Susitna Borough Planning Commission for a conditional use permit; and

WHEREAS, the subject property is located at the southwest corner of Northshore Drive and Knik Goose Bay Road intersection in the Knik Lake area; and

WHEREAS, Northshore Drive is a borough road and separates the subject property from a vacant parcel located directly to the north; and

WHEREAS, a property with a residential use is located northwest of the subject parcel north of Northshore Drive; and

WHEREAS, a vacant parcel is located directly west of the bar property, with residential properties located further west beyond that vacant parcel; and

WHEREAS, Knik Lake is located directly south of the subject property, and residential properties are located across the lake to the south; and

WHEREAS, Knik Goose Bay Road is a state road located directly east of the subject property; and

WHEREAS, across Knik Goose Bay Road to the east is a tidal zone and a mix of privately owned vacant parcels, including parcels owned by individuals and a company, adjacent to the Knik Arm of Cook Inlet; and

WHEREAS, the closest residence is located just over 300 feet to the northwest of the subject property; and

WHEREAS, according to the application materials, the proposed event building is proposed to operate seven days per week from 8:00 a.m. to 12:00 a.m.; and

WHEREAS, according to the application materials, the existing bar is proposed to operate seven days per week from 12:00 p.m. to 12:00 a.m.; and

WHEREAS, according to the application materials, the outdoor deck use aligns with the event building hours; and

WHEREAS, according to the application materials, amplified sound is proposed indoors only; and

WHEREAS, according to the site plan, 72 total parking spaces are provided on-site; and

WHEREAS, based on industry-standard guidance from the Institute of Transportation Engineers (ITE) Parking Generation Manual, 6th Edition, restaurant uses typically generate demand of approximately 8-12 spaces per 1,000 square feet, while assembly/venue uses generate approximately 5-10 spaces per 1,000 square feet, and applying these ranges, the combined parking demand is estimated to fall within a range that is generally consistent with the 72 spaces provided, and the proposed parking supply is therefore considered adequate based on ITE industry standards; and

WHEREAS, the site plan indicates four ADA-accessible parking spaces, including van-accessible spaces, and for a parking lot of 51-75 spaces, three accessible spaces are required, and the proposal therefore exceeds ADA requirements; and

WHEREAS, according to the site plan, a metal chain link fence with wood slats is proposed to extend from the northwest corner of the existing building to the lake to provide visual screening, security, and privacy; and

WHEREAS, the owner and/or operator must comply with the maximum permissible sound level limits per the requirements of MSB 8.52, Noise, Amplified Sound, and Vibration; and

WHEREAS, according to the site plan, the proposed fencing is intended to connect between the existing building and the proposed event building and then extend from the proposed event building to the lake; and

WHEREAS, a high volume driveway permit is required for access onto the borough road Northshore Drive; and

WHEREAS, according to the application material, the event space is proposed to accommodate up to 200 guests for seated events and up to 300 persons for standing events; and

WHEREAS, the State Fire Marshal-accepted public safety plan establishes occupant load limits, emergency access, and life safety measures for indoor and outdoor event operations, ensuring compliance with applicable fire and life safety codes; and

WHEREAS, implementation of the approved safety plan reduces potential risks associated with large gatherings, including emergency response, crowd management, and egress, thereby protecting public health and safety; and

WHEREAS, adherence to the Fire Marshal-approved plan is required for operation of the event venue and outdoor deck, providing ongoing oversight of life safety conditions during events; and

WHEREAS, the proposed use is accessed from Northshore Drive, a borough road, and Knik Goose Bay Road, a state road, and

WHEREAS, the nearest school is Joe Redington Sr./Jr. High School, which is approximately 3.6 miles from the site; and

WHEREAS, Dena'ina Elementary School is approximately 3.1 miles from the site; and

WHEREAS, state regulations preclude beverage dispensary licenses within 200 feet of a school; and

WHEREAS, persons under the age of 21 are prohibited from being served alcoholic beverages; and

WHEREAS, the operator of the proposed use is required to operate in accordance with Alaska laws and statutes, which include mandatory alcohol server education; and

WHEREAS, Alaska Statute 04.16.030 specifically prohibits the sale of alcoholic beverages to drunken persons; and

WHEREAS, the subject property is approximately 2.76 acres in size; and

WHEREAS, MSB 17.55.020 requires that no structure or footing be located closer than 75 feet from the ordinary high water mark of a body of water, unless otherwise authorized through an approved land use permit; and

WHEREAS, the subject property is subject to an approved Mandatory Land Use Permit (MLUP-2025-010065), which authorizes a non-habitable event venue structure approximately 40 feet from the

ordinary high water mark and a covered gazebo approximately 5 feet from the ordinary high water mark of Knik Lake; and

WHEREAS, for purposes of minimum setback distances, fences are not considered structures under MSB 17.55.004; and

WHEREAS, the operation is required to comply with the maximum permissible sound level limits of MSB 8.52 - Noise, Amplified Sound, and Vibration; and

WHEREAS, the surrounding area consists of a mix of residential and vacant parcels in proximity to the subject property, and

WHEREAS, Knik Lake is located directly south of the subject property, and open water areas may transmit sound and are not considered a physical noise buffer; and

WHEREAS, according to the application materials, signage will consist of a wood timber frame sign reading "Knik Landing," with lighting that is dim and directed downward to minimize visual impact; and

WHEREAS, the subject property will be accessed primarily from Knik Goose Bay Road, a roadway under the jurisdiction of the State of Alaska; and

WHEREAS, a driveway permit for access onto Knik Goose Bay Road has been issued by the State of Alaska; and

WHEREAS, any future use of the Northshore Drive access will require compliance with MSB 11.12, including permitting and potential upgrades to meet applicable driveway standards based on traffic generation; and

WHEREAS, according to the application materials, peak traffic is anticipated between 4:00 p.m. and 8:00 p.m., with approximately 92 vehicle trips (entering and exiting) during the peak hour; and

WHEREAS, the projected traffic generation exceeds the threshold for a low volume driveway under MSB 11.12 and would require higher design standards if access to a borough right-of-way is pursued; and

WHEREAS, internal site circulation and parking layout are designed to manage vehicle movement on site and minimize the potential for vehicles queuing onto adjacent roadways; and

WHEREAS, Knik Goose Bay Road functions as a primary transportation corridor and is designed to accommodate higher traffic volumes than local or collector roads; and

WHEREAS, according to the site plan, parking areas are located on the subject parcel and are designed to serve both the existing and proposed uses; and

WHEREAS, internal circulation and parking layout are designed to accommodate vehicle movement on-site and minimize the potential for congestion; and

WHEREAS, according to the application materials and site plan, all parking for employees and patrons will be located on the subject parcel; and

WHEREAS, according to the application materials and site plan, internal circulation is provided on-site to accommodate vehicle movement and reduce the potential for vehicles queuing onto adjacent roadways; and

WHEREAS, internal circulation and on-site parking are provided to accommodate traffic demand and reduce the potential for traffic impacts extending onto adjacent roadways; and

WHEREAS, access to the subject property from Knik Goose Bay Road has historically served the existing beverage dispensary use; and

WHEREAS, the proposed development includes an additional event building located to the south of the existing structure and associated outdoor use areas; and

WHEREAS, Knik Goose Bay Road and Northshore Drive provide separation between portions of the subject property and nearby residential uses; and

WHEREAS, according to the application materials, exterior building materials and colors will consist of neutral earth tones intended to blend with the surrounding environment; and

WHEREAS, the site plan consolidates buildings, parking, and circulation areas on the subject property; and

WHEREAS, according to the application materials, the proposed use will operate in conjunction with the existing bar and is not a new standalone establishment; and

WHEREAS, according to the application materials, the site includes controlled access and defined areas for alcohol service; and

WHEREAS, according to the application materials, a chain link fence with wood slats is proposed to enclose areas where alcohol is served and to provide screening, privacy, and site security; and

WHEREAS, the Alcoholic & Marijuana Control Office (AMCO) has no record of violations by the applicant or persons with an interest in the application within the 12 months preceding the application; and

WHEREAS, no information has been submitted indicating that any person or party associated with this application is untrustworthy, unfit to conduct business in the borough, or is a potential source of harm to the public; and

WHEREAS, two written comments were received expressing concerns regarding noise, traffic, parking, lighting, and

potential impacts to Knik Lake and surrounding residential properties; and

WHEREAS, no comments were received from the Knik-Fairview Community Council; and

WHEREAS, there are no complaints from the public on record regarding the subject property; and

WHEREAS, the Planning Commission has reviewed this application with respect to applicable standards set forth in MSB 17.70, and

WHEREAS, the Planning Commission conducted a public hearing on July 20, 2026, on this matter.

NOW, THEREFORE, BE IT RESOLVED, that the Matanuska-Susitna Borough Planning Commission hereby adopts the aforementioned findings of fact and makes the following conclusions of law supporting approval of Planning Commission Resolution 26-10:

1. The buffering requirements of MSB 17.20.070(A), Table 1, are not applicable to the proposed development.
2. The proposed exterior lighting is consistent with the requirements of MSB 17.20.070(A), Table 1.
3. The proposed development complies with the minimum lot size requirements of MSB 17.20.070(A), Table 1.
4. The setback requirements of MSB 17.20.070(A), Table 1, are not applicable to the proposed development.

5. The proposed use is compatible with and will preserve or not materially detract from the value, character, and integrity of the surrounding area (MSB 17.70.100(A)(1)(a)).
6. The proposed use will not be harmful to public health, safety, convenience, and welfare (MSB 17.70.100(A)(1)(b)).
7. Sufficient setbacks, lot area, buffers or other safeguards are being provided (MSB 17.70.100(A)(1)(c)).
8. There will not be any negative effects upon the properties in the area due to such factors as dust, noise, obtrusive advertising, and glare (MSB 17.70.100(A)(2)(a)).
9. The proposed use will not negatively affect the safe, efficient flow of traffic on any highway, arterial, collector or street from which access to and from the establishment is obtained (MSB 17.70.100(A)(2)(b)).
10. Measures will be in place to reduce any negative effect upon adjacent and nearby properties (MSB 17.70.100(A)(2)(c)).
11. Adequate parking is provided to accommodate a reasonably expected increased demand for parking created by issuing the permit (MSB 17.70.100(A)(2)(d)).

12. Access to the premises will not create an unreasonable traffic hazard (MSB 17.70.100(A)(2)(e)).
13. Traffic will not overtax existing road systems (MSB 17.70.100(A)(2)(f)).
14. The proposed use is compatible with the character of the surrounding area (MSB 17.70.100(A)(2)(g)).
15. The proposed use is not expected to increase the crime rate in the area or increase alcohol-related accidents (MSB 17.70.110(B)(1)).
16. The applicant has not had a liquor license suspended or revoked in the 12 months preceding the application (MSB 17.70.110(B)(2)).
17. The applicant is trustworthy or fit to conduct business in the borough and the applicant is not a potential source of harm to the public (MSB 17.70.110(B)(3)).

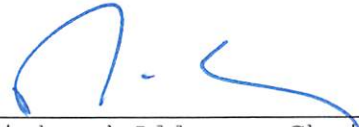
BE IT FURTHER RESOLVED, the Planning Commission finds this application does meet the standards of MSB 17.70 and does hereby approve the conditional use permit with the following conditions:

1. The operation shall comply with all applicable federal, state, and local regulations.
2. All aspects of the operation shall comply with the description detailed in the application materials and with the conditions of this permit. An amendment to the

Conditional Use Permit shall be required prior to any expansion or substantial alteration of the conditional use.

3. The operation shall comply with the maximum permissible sound level limits allowed per the requirements of MSB 8.52, Noise, Amplified Sound, and Vibration.
4. Prior to operation of the expanded service areas, provide a copy of the approved State of Alaska Beverage Dispensary license to the Mat-Su Borough Planning Department.
5. Use of access from Northshore Drive requires a driveway permit and compliance with MSB 11.12 driveway standards.
6. The driveway access onto Knik Goose Bay Road shall be maintained in accordance with the approved State of Alaska driveway permit.

ADOPTED by the Matanuska-Susitna Borough Planning Commission
this 3rd . day of August 2026.


Richard Allen - Chair

ATTEST


Lacie Olivieri, Planning Clerk

(SEAL)

YES: McCabe, Glenn, Scaggin, Fonov, Carpenter, Allen

NO:

