



TOWN OF ARLINGTON

DEPARTMENT OF PLANNING and
COMMUNITY DEVELOPMENT

TOWN HALL, 730 MASSACHUSETTS AVENUE
ARLINGTON, MASSACHUSETTS 02476
TELEPHONE 781-316-3090

MEMORANDUM

To: Arlington Redevelopment Board
Katie Luczai, Economic Development Coordinator

From: Claire Ricker, Director

Date: July 10, 2025

RE: Docket #3831 – 1323 Mass Ave, Fiesta Bites Signage

Regarding Docket #3831, 1323 Mass Ave, Fiesta Bites, DPCD has been in regular communication with the tenant about ongoing issues with non-compliant signage.

Attached correspondence from Asael Sanchez, the owner of Fiesta Bites, indicates that he is working with the landlord on several items related to the storefront, including replacement of the windows which is scheduled for July 2025. To date, Fiesta Bites has removed most of the existing non-compliant signage from the storefront windows. (See photos below.) Mr. Sanchez has indicated that non-compliant signage will not be reinstalled on the new windows.

Mr. Sanchez is also working with his sign contractor on the pre-existing cabinet signs over the storefront. Mr. Sanchez is currently unable to contract for new signage due to financial constraints and is seeking some restitution from the sign contractor who initially designed and installed the non-conforming signage. Mr. Sanchez has offered to not turn on the lighting for the cabinet sign in the interim.

Given that the storefront windows are scheduled to be replaced, and that most non-conforming signage has been removed from the existing windows, DPCD recommends that the ARB vote to close Docket #3831 and allow for the Department to continue working with Mr. Sanchez on the removal of non-compliant signage and installation of new, compliant signage. Any proposed new signage proposed will undergo administrative review for strict compliance with Section 6.2 of the Arlington Zoning Bylaw. Any proposed non-conforming signage will be subject to a new public hearing of the Board.



From: [Asael Sanchez](#)
To: [Claire Ricker](#)
Subject: Re: Fiesta Bites Sign Hearing 7/14
Date: Friday, June 27, 2025 11:53:01 AM

CAUTION: This email originated from outside your organization. Exercise caution when opening attachments or clicking links, especially from unknown senders.

On Fri, Jun 27, 2025, 11:52 AM Asael Sanchez <fiestabites1323@gmail.com> wrote:

I hadn't removed the logos or changed anything because they were supposed to come replace the windows this month. So we would remove everything at once and as for the name, I think I'm going to leave it like that for now because I don't have the money to buy a new one.

On Fri, Jun 27, 2025, 11:49 AM Asael Sanchez <fiestabites1323@gmail.com> wrote:

Hello

Good morning. I apologize a because I had not been able to respond to you or send you the photos. Look, here is the result of what we had agreed upon and I am still working with the gentleman regarding my saine. He has not wanted to answer me and I am working on perhaps filing a claim to see if he can resolve some of the money for me.

On Thu, Jun 26, 2025, 12:05 PM Claire Ricker <cricker@town.arlington.ma.us> wrote:

Hi there –

This is a reminder that you are scheduled to attend a sign hearing on 7/14/25 at 7:30pm for the Fiesta Bites storefront. I'm still waiting on your updated sign materials. Please submit your updated plans for signage and photos of the Fiesta Bites storefront showing that you've removed the window signage as required by the Redevelopment Board. I drove by the store yesterday and the window signage has not been removed.

If I do not receive the materials by next Friday the 4th of July, I will be forced to inform the Inspectional Services Department that your signage does not conform to the sign bylaw and there may be associated citations and/or fines.

Thank you,
Claire Ricker

Claire V. Ricker, AICP
Director
Department of Planning and Community Development
Town of Arlington
cell: 978.656.1325
desk: 781.316.3092
cricker@town.arlington.ma.us

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