



Legacy Business Registry

Application Review Sheet

Application Number: LBR-2015-16-078
Business Name: Submarine Center
Business Address: 820 Ulloa St.
District: District 7
Applicant: Armen Bedroussian, Partner/Owner
Nomination Date: June 30, 2016
Nominated By: Supervisor Norman Yee

CRITERION 1: Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?

☒ Yes ☐ No

820 Ulloa St. from 1981 to Present (45 years)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?

☒ Yes ☐ No

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?

☒ Yes ☐ No

FEATURES OR TRADITIONS: Restaurant featuring sandwiches

NOTES: NA

DELIVERY DATE TO THE HISTORIC PRESERVATION COMMISSION: January 21, 2026

Richard Kurylo and Michelle Reynolds
Legacy Business Program

Legacy Business Program

Office of Small Business
City Hall Room 140
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
(415) 554-6680
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www.legacybusiness.org





Member, Board of Supervisors
District 7

City and County of San Francisco

NORMAN YEE

June 30, 2016

Dear Director Regina Dick-Endrizzi:

I am writing to nominate the Submarine Center at 820 Ulloa St to the Legacy Business Registry. The owner's contact info is below:

Armen Bedroussian
armenb1@hotmail.com
415-564-1455

The Submarine Center is a minority and family-owned gourmet deli shop that has served the greater West Portal neighborhood for over 30 years. Their sandwich recipes with their "secret sauce" have remained nearly unchanged for decades, the portions are generous, prices are reasonable and service is efficient—making it a neighborhood favorite. This is evidenced by their perpetual long lines.

I am proud to nominate the Submarine Center to the Legacy Business Registry and thank you for your serious consideration regarding their application.

Sincerely,

A handwritten signature in blue ink that reads "Norman Yee".

Norman Yee



Legacy Business Registry Application



Business Information

Business name: Submarine Center

Business owner name(s): Armen Bedroussian, Varoojan Bedroussian

Identify the person(s) with the highest ownership stake in the business

Current business address: 820 Ulloa St., San Francisco, CA 94127

Business phone number: 415-564-1455

Business email: submarinecenter@yahoo.com

Mailing address (if different than above):

Website: www.submarinecenter.com

Link to social media: www.instagram.com/submarinecenter

Link to social media #2:

7-digit San Francisco Business Account Number (BAN): 0488823

Contact Person Information

Contact person name: Armen Bedroussian

Contact person title: Partner/Owner

Contact phone number:

Contact email:

Business Locations

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location.

Check the box indicating whether the original location of the business in San Francisco is the founding location of the business.

If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address.

Original San Francisco address: 820 Ulloa St. **Zip Code:** 94127

Is this location the founding location of the business? (Y/N): Y

Dates at this location: From: 1981 **To:** Present

Other address (if applicable): **Zip Code:**

Dates at this location: From: **To:**

Other address (if applicable): **Zip Code:**

Dates at this location: From: **To:**

Other address (if applicable): **Zip Code:**

Dates at this location: From: **To:**

Other Address (if applicable): **Zip Code:**

Dates at this location: From: **To:**

Applicant Disclosures

San Francisco Taxes, Business Registration, Licenses, Labor Laws and Public Information Release.

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified. A business deemed not current with all San Francisco taxes, business registration, and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for grants through the Legacy Business Program.

In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- ☐ I am authorized to submit this application on behalf of the business.
- ☐ I attest that the business is current on all of its San Francisco tax obligations.
- ☐ I attest that the business's business registration and any applicable regulatory license(s) are current.
- ☐ I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- ☐ I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- ☐ I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- ☐ I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

Name:

Signature:



Date:

Submarine Center

Written Historical Narrative

Introduction

a. Describe the business. What does it sell or provide?

Submarine Center has been serving the West Portal neighborhood—and greater San Francisco—with classic, submarine-style sandwiches since 1981. Their sandwiches are made to order, toasted to perfection, and built with high-quality, locally sourced ingredients. With a wide range of customizable options, the menu includes something for everyone—from classics to customer favorites like the *Hot Pastrami* and the fan-favorite *Atomic Sub*.

b. Describe whom the business serves.

The business serves people of all ages, primarily from West Portal and nearby neighborhoods, while weekends often bring in visitors from across the greater Bay Area, all seeking the signature flavors and nostalgia that Submarine Center is known for.

c. In about 2-5 words (15-30 characters), describe what the business is known for.

Gourmet submarine-style sandwiches.

Criterion 1: The business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years

a. Provide a short history of the business, including locations and owners.

Submarine Center was founded in 1981 by Varoojan “John” Bedroussian at its current location at 820 Ulloa Street in the West Portal neighborhood. With the help of his wife, Diane Bedroussian, the two combined their prior restaurant experience to build one of San Francisco’s most sought-after sandwich shops, known for its authentic mom-and-pop feel. In 2013, their son, Armen Bedroussian, joined the business as a co-owner, continuing the family tradition.

b. Provide the ownership history of the business in a consolidated year-to-year format.

1981 to 2013:	Varoojan Bedroussian; Diane Bedroussian
2013 to Present:	Varoojan Bedroussian; Diane Bedroussian; Armen Bedroussian

c. Describe any circumstances that required the business to cease operations in San Francisco for any significant length of time.

Submarine Center has not ceased operations since it was established.

Criterion 2: The business has contributed to the neighborhood's history and/or the identity of a particular neighborhood or community

a. Describe the business' contribution to the history and/or identity of the neighborhood, community, business sector, or San Francisco as a whole.

Located in San Francisco's West Portal neighborhood, Submarine Center has been serving up legendary sandwiches since 1981. The business is more than just a sandwich shop—it's a fabric of the West Portal community. Family-owned and operated, they are proud to be the neighborhood's *only* sub shop and one of the few remaining original small businesses in the area.

Submarine Center began as a humble, no-frills mom-and-pop shop. It quickly gained a loyal following and evolved into a "well-oiled machine" beloved by locals. With their warm, family-style atmosphere and commitment to quality, Submarine Center has become a beloved tradition for generations. Many of its customers grew up on these sandwiches and continue to return with families of their own, keeping the neighborhood connection alive. What started as a hole-in-the-wall is now considered a true *San Francisco institution*.

b. Is the business associated with significant people or events, either now or in the past?

Not applicable.

c. How does the business demonstrate its commitment to the community?

Submarine Center regularly contributes to school fundraisers by donating gift certificates and other items to help raise money for educational programs and student activities. In addition, it provides catering services for a wide range of school events, including teacher appreciation lunches, staff meetings, and classroom celebrations.

In addition to working with schools, its owners are active members of the West Portal Merchants Association, working alongside fellow local businesses to strengthen and enrich their neighborhood.

d. Has the business ever been referenced in the media, business trade publication, and/or historical documents?

Submarine Center has earned recognition from Eater San Francisco, San Francisco Examiner, SFGATE, and other local media outlets and food critics, frequently landing on lists of the best sandwiches in San Francisco. Following are several media references listed from newest to oldest:

- [The 21 Best Sandwich Spots in San Francisco](#)
Eater San Francisco
September 8, 2025
- [The Ultimate Guide to Sandwiches in the Bay Area](#)
Off The Grid
May 19, 2025
- [The best deli sandwiches in San Francisco, according to 10 restaurant pros](#)
San Francisco Standard
May 19, 2025
- [The SF Bucket List: Everything You Need to Do Before You Die](#)
Thrillist
December 22, 2017
- [Submarine Center a West Portal standby for decades](#)
SFGATE
April 22, 2012

e. Has the business ever received any awards, recognition, or political commendations?

Submarine Center's dedication to the community has also been formally recognized. In 2018, the shop received a *Certificate of Honor* from then-Mayor Mark Farrell, and in 2020, a second *Certificate of Honor* was awarded by the San Francisco Board of Supervisors, honoring its decades-long contribution to the city and its neighborhoods.

f. How would the community be diminished if the business were to be sold, relocated, shut down, etc.?

If Submarine Center were to close, the city would lose far more than a sandwich shop—it would lose a living piece of its identity. Generations of residents, students, and families would lose a cherished gathering spot. The West Portal neighborhood would lose one of its most iconic and longstanding businesses, and hundreds—if not thousands—of devoted patrons would feel the absence deeply.

Criterion 3: The business is committed to maintaining the physical features or traditions that define the business

a. Is the business associated with a culturally significant building, structure, object, signage, mural, architectural detail, neon sign, or any other special physical feature that defines the business?

On the exterior, signage portrays a picture of a submarine sandwich, paired with a double-bladed sign highlighting business name.

b. In a few words, describe the main business activity you commit to maintaining.

A San Francisco staple, serving gourmet-style submarine sandwiches.

c. What is the plan to keep the business open in the long term beyond the current ownership?

The plan is to keep Submarine Center running indefinitely—and in the family—to preserve its legacy for generations to come.

d. What challenges is the business facing today?

Generally speaking, the City and County of San Francisco should make it easier for mom-and-pop business like Submarine Center to operate. The City should continue to support the West Portal neighborhood by addressing safety concerns, homelessness, vandalism, graffiti, etc.

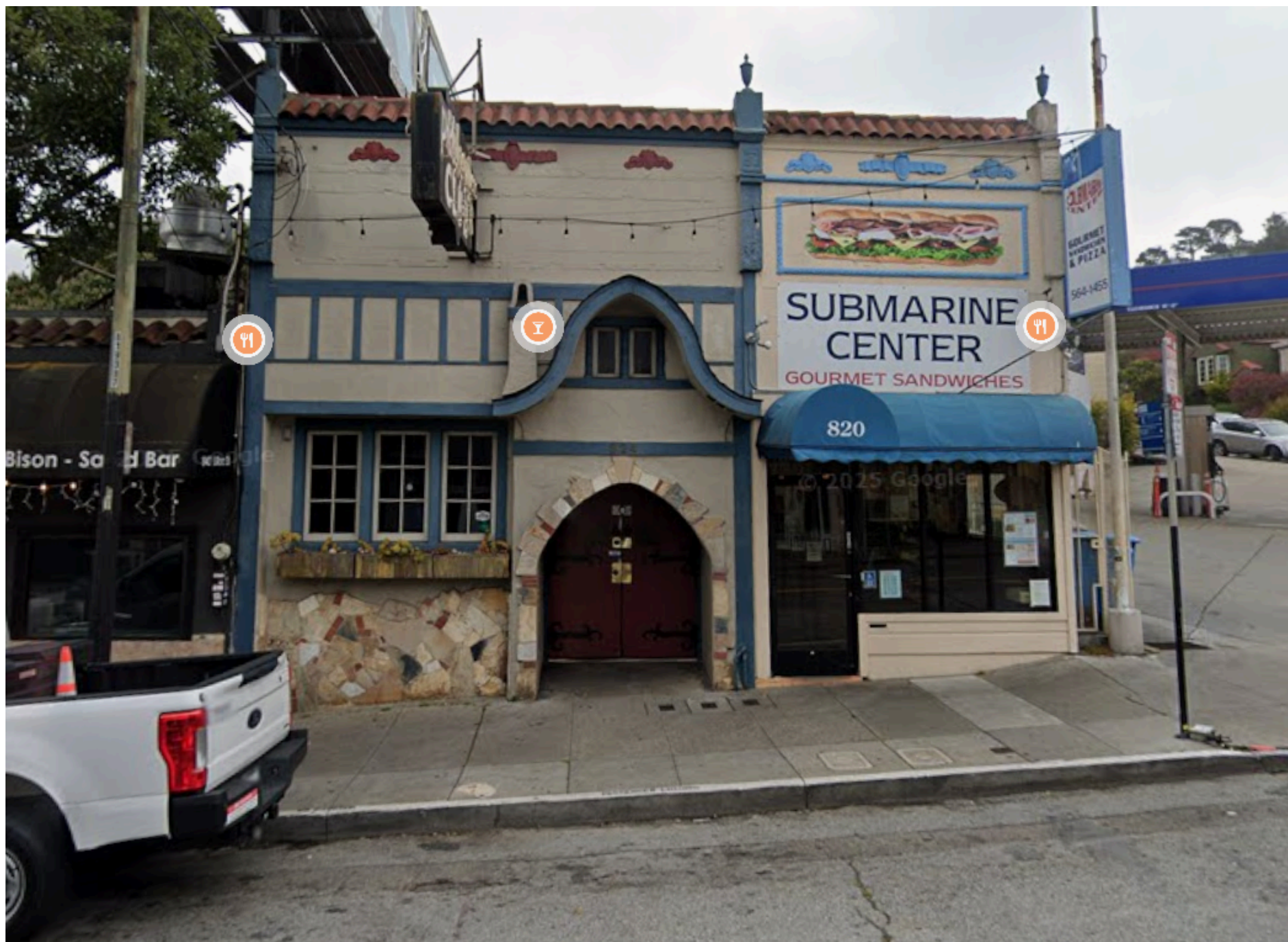
Legacy Business Program staff will add the following details:

a. Features or traditions that define the business and should be maintained for the business to remain on the Legacy Business Registry.

Restaurant featuring sandwiches.

b. Other special features of the business location, such as if the property associated with the business is listed on a local, state, or federal historic resources registry.

The Planning Department Historic Resource Status of the building at 820-824 Ulloa Street is “B - Unknown / Age Eligible.” The building “appears significant as a contributor to an identified cluster” per a 2015 survey.







SUBMARINE Center

Menu

GOURMET SANDWICHES

AVOCADO SALAMI & SWISS CHEESE	7.99
# TURKEY #	7.99
# ROAST BEEF #	7.99
# PASTRAMI #	7.99
# CORNED BEEF #	7.99
# ROAST BEEF CUCUMBER	7.99
# CITRUS TOMATO CUCUMBER	6.99
TURKEY PASTRAMI & CHEESE	7.99
TURKEY HAM SWISS CHEESE CUCUMBER	7.99
TUNA SALAD CORN SANDWICH	4.99

SAUSAGES

POLISH SAUSAGE	5.99	7.99
HOT SMOKIES	5.99	7.99

SUBMARINES

ALL SANDWICHES SERVED WITH FRESH LETTUCE, TOMATOES & MAYO. ADD 1.00 FOR HOT SPICY SAUCE.

SUBMARINE	4.99	5.99	7.99
CHEESE STEAK	4.99	6.99	7.99
ITALIANO	4.99	6.99	7.99
TURKEY	4.99	5.99	7.99
ROAST BEEF	4.99	5.99	7.99
HOT PASTRAMI	4.99	5.99	7.99
CORNED BEEF	4.99	5.99	7.99
CHEESE & MORTONELLA & HAM & SALAMI	4.99	5.99	7.99

BAR-B-Q BEEF	4.99	6.99	7.99
MEAT BALL	4.99	6.99	7.99
ITALIAN SAUSAGE	4.99	6.99	7.99
ITALIAN COMBO	5.99	7.99	8.99
THE ATOMIC SUBMARINE	5.99	7.99	8.99

BEVERAGES & SALADS

SALADS

POTATO, MACARONI & COLE SLAW	2.45
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DRINKS

APPLE JUICE ORANGE JUICE	1.75
SPARKLING APPLE JUICE	1.75
SNAPPLE	1.75
WATER	1.00
COFFEE TEA	1.00

EXTRA CHARGE 20¢ 25¢ 30¢

SOUP DU JOUR

CUP 2.99	BOWL 3.99
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PIZZA

CHEESE PIZZA	5.99
PEPPERONI OR ITALIAN SALAMI	6.99
HAM PASTRAMI OR SAUSAGE	6.99





Small Business Commission

Resolution No. _____

February 23, 2026

SUBMARINE CENTER

Application Number: LBR-2015-16-078
Business Name: Submarine Center
Business Address: 820 Ulloa St.
District: District 7
Applicant: Armen Bedroussian, Partner/Owner
Nomination Date: June 30, 2016
Nominated By: Supervisor Norman Yee
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

Adopting findings approving the Legacy Business Registry application for Submarine Center, currently located at 820 Ulloa St.

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; or

WHEREAS, the subject business has operated in San Francisco for more than 20 years but less than 30 years, has had no break in San Francisco operations exceeding two years, has significantly contributed to the history or identity of a particular neighborhood or community and, if not included on the Registry, faces a significant risk of displacement; and

WHEREAS, the subject business has contributed to the neighborhood's history and identity; and

WHEREAS, the subject business is committed to maintaining the physical features and traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on February 23, 2026, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore

BE IT RESOLVED, that the Small Business Commission hereby includes Submarine Center in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

BE IT FURTHER RESOLVED, that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Submarine Center.

Legacy Business Program
Office of Small Business
City Hall Room 140
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
(415) 554-6680
legacybusiness@sfgov.org
www.legacybusiness.org





Physical features or traditions that define the business:

- A San Francisco staple, serving gourmet-style submarine sandwiches.

BE IT FURTHER RESOLVED, that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Submarine Center on the Legacy Business Registry:

- Restaurant featuring sandwiches.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on February 23, 2026.

Katy Tang
Director

RESOLUTION NO. _____

Ayes –

Nays –

Abstained –

Absent –

Legacy Business Program

Office of Small Business
City Hall Room 140
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
(415) 554-6680
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LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: February 18, 2026

Filing Date: January 21, 2026
Case No.: 2026-000599LBR
Business Name: Submarine Center
Business Address: 820 Ulloa Street
Zoning: West Portal Avenue Neighborhood Commercial Zoning District
50//85-R-4 Height and Bulk District
Cultural District: Not Applicable
Block/Lot: 2979/012
Applicant: Armen Bedroussian
820 Ulloa Street
San Francisco, CA 94127
Nominated By: (Former) Supervisor Norman Yee
Located In: District 7
Staff Contact: Wesley Wong – 628-652-7466
Wesley.a.wong@sfgov.org

RECOMMENDATION: Adopt a Resolution to Recommend Approval

Business Description

Submarine Center is a family-owned gourmet sandwich shop located at 820 Ulloa Street in San Francisco's West Portal neighborhood. Established in 1981 by Varoojan "John" Bedroussian and Diane Bedroussian, the business has operated continuously at the same location for more than four decades. In 2013, their son Armen Bedroussian joined as a co-owner, continuing the family tradition and ensuring long-term stewardship of the business.

From its beginnings as a small mom-and-pop deli, Submarine Center has grown into one of San Francisco's most recognized neighborhood sandwich shops. The business specializes in made-to-order submarine-style sandwiches prepared with high-quality, locally sourced ingredients. Its menu features a wide range of customizable options, including long-standing customer favorites such as the Hot Pastrami and the Atomic

Sub. Recipes, portion sizes, and service style have remained consistent over time, contributing to a strong sense of continuity and nostalgia among patrons.

Submarine Center serves residents of West Portal and surrounding neighborhoods, while also drawing weekend visitors from across the Bay Area. Over generations, the shop has built a loyal customer base, with many patrons returning from childhood into adulthood. The business maintains deep community ties through participation in school fundraisers, donations of gift certificates, catering for school events, and involvement in the West Portal Merchants Association.

Through longevity, family ownership, and consistent quality, Submarine Center represents the enduring presence of small businesses in San Francisco. Its sustained operation contributes meaningfully to the identity of the West Portal neighborhood and reflects the social history of long-running, community-serving eateries that continue to shape the city's commercial landscape.

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded in 1981.

2. *Does the business qualify for listing on the Legacy Business Registry? If so, how?*

Yes. Submarine Center qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Submarine Center has operated continuously in San Francisco for 44 years.
- b. Submarine Center has contributed to the history and identity of the West Portal neighborhood and San Francisco.
- c. Submarine Center is committed to maintaining the physical features and traditions that define the organization.

3. *Is the business associated with a culturally significant art / craft / cuisine / tradition?*

Yes. The business is associated with serving classic, submarine-style sandwiches.

4. *Is the business or its building associated with significant events, persons, and / or architecture?*

Not Applicable.

5. *Is the property associated with the business listed on a local, state, or federal historic resource registry*

No.

6. *Is the business mentioned in a local historic context statement?*

No, not as of the date of this Executive Summary.

7. *Has the business been cited in published literature, newspapers, journals, etc.?*

Yes. There have been a number of features and articles on the Submarine Center, namely from Eater San Francisco, the San Francisco Standard, The San Francisco Examiner, and SFGATE. These outlets often name the Submarine Center as part of media outlet's best sandwiches in San Francisco.

Racial and Social Equity Analysis

On July 15, 2020 the San Francisco Historic Preservation Commission adopted [Resolution No. 1127](#) centering Preservation Planning on racial and social equity. Understanding the benefits, burdens, and opportunities to advance racial and social equity that proposed Preservation Planning documents provide is part of the Department's Racial and Social Equity Initiative. This is also consistent with the Mayor's Citywide Strategic Initiatives for equity and accountability and with the Office of Racial Equity, which required all Departments to conduct this analysis.

The Legacy Business Program is deeply intertwined with these goals. One of the primary purposes of the Legacy Business Program is to maintain San Francisco's cultural fabric and to foster civic engagement and pride by assisting long-operating businesses remain in the city. The Legacy Business Registry was established to recognize longstanding, community-serving businesses that are valuable cultural assets of the city. These businesses, ranging from restaurants to art galleries to tire shops to community shelters, are key to sustaining the racial and social diversity in San Francisco and adding to the identity and character of our city and the many communities within it.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 820 Ulloa Street (1981 – Present)

Recommended by Applicant

- A San Francisco staple, serving gourmet-style submarine sandwiches.

Additional Recommended by Staff

- None

Basis for Recommendation

The Department recommends the Historic Preservation Commission adopt a resolution recommending the business listed above be adopted by the Small Business Commission to the Legacy Business Registry.

Attachments

Draft Resolution

Legacy Business Registry Application:

- Application Review Sheet
- Section 1 – Business / Applicant Information
- Section 2 – Business Location(s)
- Section 3 – Disclosure Statement
- Section 4 – Written Historical Narrative
 - Criterion 1 – History and Description of Business
 - Criterion 2 – Contribution to Local History
 - Criterion 3 – Business Characteristics
- Contextual Photographs and Background Documentation



HISTORIC PRESERVATION COMMISSION

DRAFT RESOLUTION NO. ###

HEARING DATE: February 18, 2026

Case No.: 2026-000599LBR
Business Name: Submarine Center
Business Address: 820 Ulloa Street
Zoning: West Portal Avenue Neighborhood Commercial Zoning District
50//85-R-4 Height and Bulk District
Block/Lot: 2979/012
Applicant: Armen Bedroussian
820 Ulloa Street
San Francisco, CA 94127
Nominated By: (Former) Supervisor Norman Yee
Located In: District 7
Staff Contact: Wesley Wong – 628-652-7466
Wesley.a.wong@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR SUBMARINE CENTER CURRENTLY LOCATED AT 820 ULLOA ST BLOCK/LOT 2979/012.

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; and

WHEREAS, the subject business has contributed to the City's history and identity; and

WHEREAS, the subject business is committed to maintaining the traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on February 18, 2026, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE, BE IT RESOLVED that the **Historic Preservation Commission hereby recommends** that Submarine Center qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby recommends** safeguarding of the below listed physical features and traditions for Submarine Center.

Locations

Current Locations:

- 820 Ulloa Street (1981 – Present)

Physical Features or Traditions that Define the Business

- A San Francisco staple, serving gourmet-style submarine sandwiches

BE IT FURTHER RESOLVED that the Historic Preservation Commission's findings and recommendations are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file to the Office of Small Business on January 21, 2026.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

RECUSE:

ADOPTED: February 18, 2026