



# Legacy Business Registry

# Application Review Sheet

*Application Number:* LBR-2025-26-013  
*Business Name:* The Sword and Rose  
*Business Address:* 85 Carl St.  
*District:* District 8  
*Applicant:* Teena Fultz, Inheritor  
*Nomination Date:* October 21, 2025  
*Nominated By:* Supervisor Rafael Mandelman

**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?  
      X       Yes                No

85 Carl St. from 1985 to Present (40 years)

**CRITERION 2:** Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?  
      X       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?  
      X       Yes                No

**FEATURES OR TRADITIONS:** Spiritual and metaphysical shop

**NOTES:** NA

**DELIVERY DATE TO THE HISTORIC PRESERVATION COMMISSION:** October 22, 2025

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  
legacybusiness@sfgov.org  
[www.legacybusiness.org](http://www.legacybusiness.org)



President, Board of Supervisors  
District 8



City and County of San Francisco

## **RAFAEL MANDELMAN**

October 21st, 2025

Re: Nomination of Sword & Rose to the San Francisco Legacy Business Registry

Dear Director Tang,

I am writing to nominate The Sword and Rose for inclusion in the Legacy Businesses Registry.

Opened in 1985 by life partners Randy David Jeffers and Patrick Ferry, The Sword and Rose has operated continuously in its original location at 85 Carl Street for nearly four decades. The Sword and Rose is the last remaining occult and metaphysical shop of its kind in San Francisco, known for its hand-blended incenses, oils, and baths, as well as tarot, palm, astrological, and other divinational readings.

Over the past 40 years, The Sword and Rose has endured and adapted through some of San Francisco's most challenging moments having survived the Loma Prieta earthquake, the tech boom of the 90's and 2000's, the dot-com crash, the Great Recession, and the COVID pandemic. The shop's most difficult transition, however, was the unexpected death of co-founder Randy Jeffers in 2013. Despite the loss of his beloved partner, Patrick continues to operate Sword & Rose not only for the community it serves but as a tribute to the legacy of his co-founder.

The Sword and Rose embodies everything that makes San Francisco unique—from its deep queer roots to its celebration of the mystical, the artistic, and the unconventional. It carries forward the legacy of Cole Valley's early LGBTQ+ business community while channeling the creative energy and eccentric charm long associated with nearby Haight Street. Inclusion in the Legacy Business Registry will not only recognize their contributions, but will also give Sword & Rose additional resources to continue their legacy in San Francisco.

I am proud to support their application as a Legacy Business.

Sincerely,

A handwritten signature in black ink, appearing to read "RJM", with a stylized flourish at the end.

Rafael Mandelman  
President, San Francisco Board of Supervisors



# Legacy Business Registry Application



## Business Information

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**Business name:** The Sword and Rose

**Business owner name(s):** Patrick Ferry

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

**Current business address:** 85 Carl St., San Francisco, CA 94117

**Business phone number:** 415-681-5434

**Business email:** theswordandrosesf@gmail.com

**Mailing address** (if different than above):

**Website:** www.theswordandrose.net/

**Link to social media:** www.facebook.com/theswordandrose/

**Link to social media #2:** www.instagram.com/theswordandrose/

**7-digit San Francisco Business Account Number (BAN):** 0489931

## Contact Person Information

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**Contact person name:** Teena Fultz

**Contact person title:** Inheritor

**Contact phone number:**

**Contact email:** theswordandrosesf@gmail.com

## Business Locations

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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:**  **Zip Code:**

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

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

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

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

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**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:**

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## 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:

*Teena Fultz*

Date:

# The Sword and Rose

## Written Historical Narrative

### Introduction

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

The Sword and Rose is the last remaining occult shop of its kind in San Francisco. It is a sacred vortex for spiritual community, information, and inspirations, as well as incense, oils, and bath salts, all crafted in ceremony. The Sword and Rose also offers a carefully curated selection of books, ritual tools, talismans, and tarot cards, all surrounded by a vibrant array of candles, crystals, spheres, stones, points, pyramids, gems, jewelry, and more for visitors of every faith.

The Sword and Rose now offers over 90 different incenses and oils. Each one is ritually made under the most auspicious astrological aspects with all natural ingredients and intentional ceremony for every purpose, deity, and walk of spirituality.

The Sword and Rose also offers tarot, palm, astrological, and other divinational readings that support an individual's personal clarity and understanding so that they can realize their potential, meet challenges with courage, and receive solace through affirmation.

#### **b. Describe whom the business serves.**

The Sword and Rose serves all people in the greater metaphysical, spiritual, and occult communities. It offers information and supplies for new seekers and longtime practitioners alike. The Sword and Rose primarily serves residents of Cole Valley in San Francisco, but the shop is also a beloved tourist destination for people from all over the world.

The Sword and Rose was consecrated as a Temple to the Goddess Isis, but practitioners of all spiritual inclinations are welcome.

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

Artisanal incenses and oils.

### **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.**

The Sword and Rose was established by life partners Randy David Jeffers and Patrick Ferry on Friday, December 13, 1985, at 85 Carl Street in Cole Valley.

Prior to 1985, Randy had been part of the San Francisco metaphysical community for some time, having worked at Curios and Candles and The Mystic Eye in San Francisco, both shops that sadly closed in the early 2000s. “Randy’s whole family was spiritual. His mother did seances and table tipping. His grandmother was full Cherokee. She was an herbalist.”<sup>1</sup>

On August 5, 1985, Randy and Patrick moved in together. Soon after, Randy told Patrick that he wanted to open a shop and make incense. Patrick said, “Sure.” That afternoon, they attended a housewarming party for their landlord who had just purchased the building, and the real estate agent who had listed it was there. Patrick mentioned to the real estate agent that he and Randy wanted to open a store, and she said she knew of a space that was available. She asked Patrick if he wanted to check it out. That was Saturday. On Sunday, Patrick checked out the space. Literally, within a couple days of Randy saying he wanted a store, they had the space at 85 Carl Street.<sup>2</sup>

The shop has endured through San Francisco’s colossal transformations, including the Loma Prieta Earthquake, both tech booms, the dot-com crash, the Great Recession, and the COVID pandemic. Its hardest transition, however, was not due to the city’s changing economic landscape, but rather from the terrible fire that consumed Randy and Patrick’s home the night of December 25, 2013. Sadly, Randy did not survive the fire, and the shop closed temporarily while Patrick grieved the loss of his beloved partner and their home.

By that point, The Sword and Rose had become legendary. People from far and wide came to pay their respects after Randy’s passing. His life’s work was everything that he did (and continues to do) for everyone who came to The Sword and Rose. Patrick knew that Randy’s dream needed to live on. Knowing that the shop needed to continue, Patrick worked tirelessly to get the shop back up and running. To this day, he continues to honor his partner’s legacy by making sure the shop remains open. The Sword and Rose is still at 85 Carl Street, open daily from noon to six o’clock in the evening.

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

1985 to 2013:	Randy David Jeffers; Patrick Ferry
2013 to Present:	Patrick Ferry

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

December 26, 2013 – February 2014: The Sword and Rose closed for two months due to the tragic death of Randy David Jeffers, founder and co-owner.

July 2017 – August 2017: The Sword and Rose closed for a month because Patrick suffered health complications that required his undivided attention.

March 2020 – May 2020: The Sword and Rose closed during the COVID pandemic.

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<sup>1</sup> [The Phoenix Rises at The Sword and Rose](#), by Jennifer Kroot and Robert Holgate, San Francisco Bay Times, December 2, 2021

<sup>2</sup> Id

## **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.**

Of all the metaphysical shops that opened in San Francisco before the 1990s, The Sword and Rose is the last one remaining, and it is still one of the only shops that continues to serve the wider occult communities. This little, but powerful, shop has been a champion for reviving esoteric wisdom in San Francisco and beyond. The Sword and Rose is the one of the only purveyors of rare occult books (such as those published by Three Hands Press and Black Letter Press) and out-of-print tarot decks.

The Sword and Rose is certainly an unconventional business that lends an undeniably San Franciscan local color. The business is a short walk from Haight Street, and many tourists walk up Cole Street to visit. The shop is also a family friendly business, and many families in Cole Valley come to visit to experience magic and wonder. It is a favorite destination for children who are trick-or-treating on Halloween.

The Sword and Rose also harkens back to the time when Cole Valley was once a hub for LGBTQ business owners before the Castro became their district. It is a business that is proudly gay-owned and supportive of the LGBTQ community.

It remains a beloved business in Cole Valley, right in front of the N Judah stop at Carl and Cole. Tourists and denizens alike have long enjoyed the adventure of walking down a mysterious hallway through the magical garden courtyard that leads to The Sword and Rose.

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

Many significant people specifically come to The Sword and Rose for incense, guidance, and readings. Well-known San Francisco occultists, famous band members, and high profile technology executives have come to the shop for tarot and astrology readings, and still do on a regular basis. The Sword and Rose cannot provide more information due to its adherence to strict client confidentiality.

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

The Sword and Rose serves as a spiritual sanctuary for people of all backgrounds, faiths, and life paths. Whether one walks in seeking guidance, peace, ritual tools, or simply a moment of reflection, they are welcomed without judgment or expectation.

One of the shop's guiding phrases is: "We are all ways." These words are not just poetic, they are practice. They reflect the belief that every soul's path is valid and sacred, and that no single tradition holds a monopoly on truth. In honoring all ways, it creates a space where diversity of belief is not only accepted but celebrated.



The Sword and Rose demonstrates this commitment by maintaining a sacred space in the heart of Cole Valley where anyone can come to reconnect with the Divine, in whatever form that holds meaning for them. The handcrafted incenses and oils are made with intention and love to support personal and communal rituals for all traditions in one of the most multicultural cities in the world.

The doors are open not solely as a shop, but as a living sanctuary. The Sword and Rose serves as a haven during times of grief, transformation, or seeking without the pressure of dogma. It is a place where the veil between the material and the spiritual is set aside, and where all who enter are met with kindness, respect, and the understanding that they belong.

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

[Thrillist](#): The Sword and Rose has been featured here as a notable metaphysical shop offering a variety of items for spiritual practices.

[Spotted by Locals](#): This platform describes The Sword and Rose as a shop reminiscent of a fairy tale, catering to those seeking magical supplies.

There are also many posts about The Sword and Rose on traveler Instagram accounts with many followers, such as Secret San Francisco.

Following are other key media references listed from most recent to oldest:

- [5 Extraordinary Metaphysical Shops For San Francisco Witches](#)  
Secret San Francisco  
September 11, 2025
- [Hidden pagan gem in Cole Valley](#)  
Patch  
January 6, 2022
- [The Phoenix Rises at The Sword and Rose](#)  
San Francisco Bay Times  
December 2, 2021

The article highlights the shop's history and offerings. It details how life partners Patrick Ferry and Randy David Jeffers opened the shop in 1985, emphasizing their handcrafted incenses, oils, and baths. The article also touches upon the challenges Patrick faced after Randy's passing in 2013.

- [New-Age Shopping: San Francisco's Metaphysical Stores Will Cast a Spell on You](#)  
The Bold Italic  
February 16, 2017

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

No.

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

It is hard to fathom the immensity of the loss if The Sword and Rose were to disappear. When the business agreed to host a booth at Witchfest in Alameda, hosted by Feathered Outlaw, the event coordinator told her staff, "The Sword and Rose will be here this year! That means we have to make this the best Witchfest yet!" The shop's reputation precedes it.

To many people, The Sword and Rose is a place of healing, regeneration, and transformation. Its offerings are central for Bay Area practitioners working in the esoteric. Most people, even "muggles," find The Sword and Rose at critical times in their lives, when they need guidance, magic, and wonder. This place continues to change lives every day.

In addition, it is a major destination spot, and there is no question that the businesses of Cole Valley would suffer great losses if the Sword and Rose did not bring so many crowds into the neighborhood.

### **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?**

The Sword and Rose is tucked away in a single story room that was once the storeroom for a bakery. The woodburning stove is still fully functional and creates a cozy ambiance for those seeking sanctuary within The Sword and Rose on cold days.

The shop is hidden within what is now an apartment complex, just beyond an enclosed garden where people can sit and rest either before or after they visit the shop. The courtyard features a fountain that holds holy water from different sites around the world. There are also statues of the ancient goddess Asherah, The Queen of Heaven, to whom the courtyard was consecrated. Roses, wisteria, and other flora grow abundantly in the garden outside of the shop. The plants in the garden are used to make the artisanal incense and oils.

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

The Sword and Rose serves the greater metaphysical, spiritual, and occult communities with the highest degree of integrity, offering the knowledge and tools to honor spirit in the highest good of all concerned.

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

The owner, Patrick Ferry, has specified that Teena Fultz will eventually inherit The Sword and Rose. Patrick has been teaching Teena everything she will need to know to keep the shop going.

**d. What challenges is the business facing today?**

Due to rising costs, The Sword and Rose has had to increase prices of goods sold, which unfortunately prices out some of the people the shop would like to serve within the community. The Sword and Rose does what it can to keep products and services affordable, including offering readings on a sliding scale so that customers can pay what they can for expert consultations in tarot, astrology, and palmistry. Although the shop has no plans to shutter, and plans to continue under Teena Fultz's guidance, The Sword and Rose wants to make sure it can weather any unforeseen challenges as the city changes and grows. If The Sword and Rose were asked to pay market rate commercial rents or find a new location for its commercial space, it would likely have to close permanently.

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**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.**

Spiritual and metaphysical shop.

**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 85-91 Carl Street is "A - Historic Resource Present." The building is a contributor to the Eligible Cole Valley Historic District.















By Jennifer Kroot and Robert Holgate—

The Sword and Rose is a one-of-a-kind spiritual and metaphysical shop in Cole Valley, hidden behind an alleyway. A charming garden separates the shop from the hustle and bustle of Cole and Carl Streets. It's cozy and cabin like, covered with rich tapestries and fragrant with handmade incense. Life partners Patrick Ferry and Randy David Jeffers opened the shop 36 years ago this month. Their hand-blended incenses, oils, and baths are legendary among San Franciscans looking to attract and direct spiritual energy.

On the evening of December 26, 2013, Randy died in a fire at their home, started by a space heater that malfunctioned. Patrick's hands were badly burned in the fire, but he fully recovered and has remained committed to the shop that he and Randy created together.

As longtime customers of The Sword and Rose, we recently checked in with Patrick to learn more about the history of the shop, his relationship with Randy, and how he's been able to carry on without his partner. However, we quickly realized that Randy's spirit is ever-present.

### **Jennifer and Robert: How did you decide to open The Sword and Rose?**

**Patrick:** I moved in with Randy on August 5, 1985, which was my birthday, and Randy was the best birthday present I ever got. He told me he wanted to open a shop and make incense. It was young love, so I just said, "Sure." He'd always had a deep interest in spiritual things and had worked at a well-known occult shop called The Mystic Eye.

That afternoon we attended a housewarming party for our landlady, who had just bought the building, and the real estate agent who'd listed it was there. I mentioned that we wanted to open a store and she knew of a space that was available. She asked if I wanted to check it out. That was Saturday. Sunday, I checked it out. Literally, within a couple days of Randy saying he wanted a store, we had this space. Randy had an uncanny ability to manifest things.

### **Jennifer and Robert: What are your customers usually looking for?**

**Patrick:** Sometimes people have gone through a crisis or have been ill. They appreciate that our incenses are highly consecrated and bring spiritual energy. So many people don't believe in spirituality, or that you can bring that energy into your life. We always tell them to play like a little kid. Light the incense, and ask for something. Just say, "Show me." This shows you might have a smattering of faith. People then come back saying, "You wouldn't believe the experience I had." And we say, "Oh, yes we would."

### **Jennifer and Robert: What are your spiritual backgrounds?**



**Patrick:** I moved away from Catholicism because I was gay. I'd gone to Catholic grade school and high school. I'd been an altar boy all the way through the middle of high school and I learned Latin. I wanted to be a priest at 13. I'd loved my faith and had a spiritual commitment.

Randy's whole family was spiritual. His mother did seances and table tipping. His grandmother was full Cherokee. She was an herbalist. When they were out driving, she'd say, "Stop the car," and she'd go out into the desert and grab herbs and things to heal.

At 16, Randy was healing people in a faith healers' tent. He would put hands on and the whole thing. One day, the church brought Randy into the office. The bishop was there and offered him a full scholarship to go to Bethany Bible school. Randy told them, "I'm gay." They didn't care and said, "You're the real deal. You're destined to be a healer and a spiritual leader." He thought about it, but realized that he wanted to do something different with his life, and on his terms.

### **Jennifer and Robert: Is it tough to carry on without Randy?**

**Patrick:** Well, I know that I was chosen for this. Four days before he died, Randy asked me if I wanted to learn how to make the incense. I said, "But, I'm four years older than you. It makes more sense to train somebody younger." He said, "No. There's nobody else." So, I promised him I'd learn. Four days later he died.

He knew that he was going to die. He had visions where he had to go to the center of a revolving sphere. There was less movement in the center, but on outside edges you could be flung out. He was trying to stay inside, and stay incarnate, but he knew something was going to happen.

### **Jennifer and Robert: How did you learn to make the incense after Randy died?**

**Patrick:** The recipe cards for the incense were found in Randy's bedroom, which was where the fire started. Randy always carried the cards with him, because he didn't want anybody to steal his recipes. Several people had tried.

The bag and wood box that the cards were in had completely burned, and the paper cards were wet from putting out the fire. The ink had soaked through and many were burned, so they were nearly impossible to read. But the top card was still legible: "Grandmother Spider." This incense reminds us that faith, joy, and love are more powerful than fear, and I knew I had to make it first.

I came into the shop at two in the morning. I said, "Okay, we have to make this incense, and I'm going to use my tarot cards and what's left of my eyesight to try to figure out WTF is on Randy's recipe cards." It was amazing. It just started coming to me. And that was perfect because I was grieving and I wanted my energy to go somewhere else. It really was my way of processing my grief. I heard Randy on the other side saying, "Enough tears; let's have some fun now."



For more information, visit <https://www.theswordandrose.net/>

*Jennifer Kroot is a filmmaker known for her award-winning LGBTQ themed documentaries, including “The Untold Tales of Armistead Maupin” and “To Be Takei.” She studied filmmaking at the San Francisco Art Institute, where she has also taught. She is a member of The Academy of Motion Picture Arts and Sciences.*

*A humanitarian, as well as a designer, Robert Holgate is dedicated to critical social issues. With his hands-on approach to philanthropy and social justice, he supports the advancement of local and national social causes. For more information: <https://www.rhdsf.com/>*



# Small Business Commission

Resolution No. \_\_\_\_\_

December 8, 2025

## THE SWORD AND ROSE

*Application Number:* LBR-2025-26-013  
*Business Name:* The Sword and Rose  
*Business Address:* 85 Carl St.  
*District:* District 8  
*Applicant:* Teena Fultz, Inheritor  
*Nomination Date:* October 21, 2025  
*Nominated By:* Supervisor Rafael Mandelman  
*Staff Contact:* Richard Kurylo and Michelle Reynolds  
legacybusiness@sfgov.org

**Adopting findings approving the Legacy Business Registry application for The Sword and Rose, currently located at 85 Carl 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 December 8, 2025, 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 The Sword and Rose 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 The Sword and Rose.

**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](http://www.legacybusiness.org)





Physical Features or Traditions that Define the Business:

- Single-story storeroom (originally used as a bakery's storeroom).
- Courtyard fountain.
- Courtyard garden.

**BE IT FURTHER RESOLVED**, that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain The Sword and Rose on the Legacy Business Registry:

- Spiritual and metaphysical shop.

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I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on December 8, 2025.

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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  
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# LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

**HEARING DATE: November 19, 2025**

*Filing Date:* October 23, 2025  
*Case No.:* 2025-010004LBR  
*Business Name:* The Sword and Rose  
*Business Address:* 85 Carl Street  
*Zoning:* NCD – Cole Valley Neighborhood Commercial District  
40-X Height and Bulk District  
*Block/Lot:* 1271/026  
*Applicant:* Teena Fultz  
theswordandrosesf@gmail.com  
*Nominated By:* Supervisor Rafael Mandelman  
*Located In:* District 8  
*Staff Contact:* Lauren Bihl – (628) 652-7498  
lauren.bihl@sfgov.org

**Recommendation:** Adopt a Resolution to Recommend Approval

## Business Description

Established in 1985 by life partners Randy David Jeffers and Patrick Ferry, The Sword and Rose has operated continuously at 85 Carl Street for nearly four decades. The business is the last remaining occult and metaphysical shop of its kind in San Francisco, known for its hand-blended incenses, oils, and baths, as well as tarot, palm, astrological, and other divinational readings.

Prior to founding The Sword and Rose, Randy Jeffers was an active member of San Francisco's metaphysical community, working at Curios and Candles and The Mystic Eye, two well-known occult shops that closed in the early 2000s. His lifelong spiritual practice was deeply influenced by his family—his mother held séances and table tipping sessions, and his Cherokee grandmother was an herbalist whose teachings informed his approach to ritual and healing.

Over the past 40 years, The Sword and Rose has demonstrated remarkable resilience, surviving major events including the Loma Prieta Earthquake, multiple tech booms and busts, the Great Recession, and the COVID-19 pandemic. The business faced its most difficult challenge in 2013, when a fire destroyed the owners' home and resulted in Randy's passing. Following a temporary closure, Patrick Ferry reopened the shop and continues to operate it in memory of his late partner and co-founder.

The Sword and Rose represents a unique intersection of San Francisco's LGBTQ+ history, spiritual traditions, and creative culture. It remains a cornerstone of Cole Valley's small business community and a living testament to the city's enduring embrace of the mystical and unconventional. Recognition through the Legacy Business Registry will help preserve this distinctive part of San Francisco's cultural and commercial heritage.

The Sword and Rose is a Category A property (Historic Resource Present). Located on the south side of Carl Street between Cole and Clayton streets, it is within the Cole Valley Neighborhood Commercial Zoning District, a 40-X Height and Bulk District, and the California Register Eligible Cole Valley Historic District. The Sword and Rose is committed to maintaining the physical features and traditions that help define the business including the single-story storeroom (originally used as a bakery's storeroom) that hosts the shop, the courtyard fountain and garden which provides plants used to make artisanal incense and oils.

## Staff Analysis

### Review Criteria

**1. *When was business founded?***

The business was founded in 1985.

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

Yes. The Sword and Rose qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. The Sword and Rose has operated continuously in San Francisco for 40 years.
- b. The Sword and Rose has contributed to the history and identity of the Cole Valley neighborhood and San Francisco.
- c. The Sword and Rose 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, or tradition?***

Yes. The business is a spiritual and metaphysical shop that offers books, jewelry, and ritual tools, and specializes in diverse spiritual and cultural practices and traditions.

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

Yes. The Sword and Rose is located within the boundaries of the California Register Eligible Cole Valley Historic District. The district is culturally significant for its predominantly residential buildings constructed between 1900- 1915 in the Queen Anne, Arts & Crafts, Tudor Revival, Colonial Revival, and Classical Revival styles.

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

No. Although the site is located within a local historic district, the property individually is not listed on a local, state, or federal historic resource registry, nor does it appear to contribute to the Cole Valley Historic District architecturally (Criterion C/3) due to the extensive alterations.

**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. The Sword and Rose has been featured in numerous publications including the San Francisco Bay Times, Thrillist, Spotted by Locals, Secret San Francisco, Patch, and The Bold Italic.

**Physical Features or Traditions that Define the Business**

Location associated with the business:

- 85 Carl Street (1985 – Present)

Recommended by Applicant

- Single-story storeroom (originally used as a bakery's storeroom)
- Courtyard fountain
- Courtyard garden

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: November 19, 2025**

*Case No.:* **2025-010004LBR**  
*Business Name:* The Sword and Rose  
*Business Address:* 85 Carl Street  
*Zoning:* NCD – Cole Valley Neighborhood Commercial District  
40-X Height and Bulk District  
*Block/Lot:* 1271/026  
*Applicant:* Teena Fultz  
theswordandrosesf@gmail.com  
*Nominated By:* Supervisor Rafael Mandelman  
*Located In:* District 8  
*Staff Contact:* Lauren Bihl – (628) 652-7498  
lauren.bihl@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR THE SWORD AND ROSE CURRENTLY LOCATED AT 85 CARL STREET, BLOCK 1271/LOT 026.

**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 November 19, 2025, 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 The Sword and Rose 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 The Sword and Rose.

*Location*

Location:

- 85 Carl Street (1985 – Present)

*Physical Features or Traditions that Define the Business*

- Single-story storeroom (originally used as a bakery's storeroom)
- Courtyard fountain
- Courtyard garden

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 2025-010004LBR to the Office of Small Business on November 19, 2025.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

RECUSE:

ADOPTED: November 19, 2025