

**Dallas Landmark Commission  
Landmark Nomination Form**

**1. Name**

historic: Good Luck Gas Station  
and/or common: Gloco Station date: 1939

**2. Location**

address: 903 Cadiz (S.E. corner Lamar @ Cadiz)  
location/neighborhood: The Cedars Neighborhood Association  
block: 0/420 lot: 7 land survey: tract size: 90' X 90'

**3. Current Zoning**

PD-317, D-D1

**4. Classification**

<b>Category</b>	<b>Ownership</b>	<b>Status</b>	<b>Present Use</b>	<input type="checkbox"/> museum
<input type="checkbox"/> district	<input type="checkbox"/> public	<input type="checkbox"/> occupied	<input type="checkbox"/> agricultural	<input type="checkbox"/> park
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> unoccupied	<input type="checkbox"/> commercial	<input type="checkbox"/> residence
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational	<input type="checkbox"/> religious
<input type="checkbox"/> site	<b>Public</b>	<b>Accessibility</b>	<input type="checkbox"/> entertainment	<input type="checkbox"/> scientific
<input type="checkbox"/> object	<b>Acquisition</b>	<input type="checkbox"/> yes: restricted	<input type="checkbox"/> government	<input type="checkbox"/> transportation
	<input type="checkbox"/> in progress	<input checked="" type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial	<input checked="" type="checkbox"/> other, specify
	<input type="checkbox"/> being considered	<input type="checkbox"/> no	<input type="checkbox"/> military	<input type="checkbox"/> Vacant

**5. Ownership**

Current Owner: A. E. Wilemon, d/b/a: Good Luck Oil Company  
Contact: R. G. Coones Phone: 653-6220  
Address: 600 Commerce, 7th Flr City: Dallas State: TX Zip: 75202

**6. Form Preparation**

Date: 3/23/92  
Name & Title: R. G. Coones  
Organization: Private  
Contact: R. G. Coones Phone: 653-6220

**7. Representation on Existing Surveys**

Alexander Survey (citywide)  local  state  national  National Register  
H.P.L. Survey (CBD)  A  B  C  D  Recorded TX Historic Ldmk  
Oak Cliff   TX Archaeological Ldmk  
Victorian Survey   
Dallas Historic Resources Survey, Phase 1  high  medium  low

*For Office Use Only*

Date Rec'd: \_\_\_\_\_ Survey Verified: Y N by: \_\_\_\_\_ Field Check by: \_\_\_\_\_ Petitions Needed: Y N  
Nomination: Archaeological Site Structure(s) Structure & Site District

**8. Historic Ownership**

original owner: A. E. Wilemon

significant later owner(s):

**9. Construction Dates**

original: Winter 1939

alterations/additions:

**10. Architect Owner - A.E. Wilemon**

original construction:

alterations/additions:

**11. Site Features**

natural:

urban design: Art Deco Design

**12. Physical Description**

Condition, check one:

 excellent deteriorated unaltered

Check one:

 good ruins altered original site fair unexposed moved(date \_\_\_\_\_)

*Describe present and original (if known) physical appearance. Include style(s) of architecture, current condition and relationship to surrounding fabric (structures, objects, etc). laborate on pertinent materials used and style(s) of architectural detailing, embellishments and site details.*

The building once known as the Good Luck Gas Station is currently a vacant and unused deteriorating building located at 903 Cadiz Street, at the corner of Lamar Street and Cadiz, in Dallas. This is a corner lot, 90 feet by 90 feet in size. The building is orientated such that the front facade of the building faces into the intersecting corner of the lot at Lamar and Cadiz rather than facing onto either side street. The building sits into the back corner of the lot abutting the back corner property lines. The building is in decay with much of the masonry facade falling away from the building. It no longer has any of the original doors or windows and is currently boarded up. None of the original signage still exists on the building. The building has been unused since 1973.

The building was originally built in the winter of 1939. It is in the architectural style of Art Deco. This type of motif was chosen by the owner after seeing the 1936 Centennial Exhibit at Fair Park. Much of the exhibit was in the Art Deco style and this greatly impressed the owner. The building was originally built of layered solid brick walls. The top three-quarters of the building was done in masonry plaster over the brick to replicate stucco. The lower one-quarter of the building was done in black, glossy ceramic tile. These two materials were used in combination to give the Deco styling. The front facing facade was black tile lower with white tile on the upper wall. The front entrance door was a top-arch design and above it built into the wall was an octagonal clock. On either side of the front entrance was a curvilinear window that wrapped around onto the side facade. Moving down the side facade from the front was an arched metal framed window.

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Further down was an arched doorway leading to a men's restroom on one side of the building and a women's restroom on the other side of the building. Moving on down the side facade on each side, the building took a 30 degree outward turn over to the property line. Here there were large arched doorways that on one side of the building was a wash rack and on the other side of the building was a lubrication rack.

One of the most distinctive features of the building was the large 35-foot masonry stair stepped tower that rose vertically from the top of the building. The front facade had a drive through front canopy that extended from the front of the building with columns at each front corner. These columns matched the building in its stucco and tile appearance. The front of the canopy as well as the two sides of the canopy had vitreous enamel letters with the trademark wording "GOOD LUCK" with an upturned horseshoe between the words. The tower also had the "GOOD LUCK" wording on it running vertically as well as the name of the company, "Good Luck Oil Company," often referred to as "GLOCO" for short. The lettering on the building was outlined in neon lighting, as well as the tower being outlined in neon. Neon was very popular as an Art Deco material. There were also three closely grouped horizontally aligned neon lighting tubes at the top front of each of the columns of the canopy.

The building was quite unique in design from the surrounding buildings that were basically square and of ordinary red brick construction, in contrast to the white stucco and black tile facade on this building. This building fronts the highway that passes along the south side of downtown Dallas and its shape, design, color, and neon lighting made it readily visible to all who passed by. The owner of the oil company over the years had as many as 50 stations in the Dallas-Fort Worth area, but only three were of this design. Of those three, this is the only one in this design still standing, making it quite unique in gas station design.

### **13. Historical Significance**

*Statement of historical and cultural significance. Include: cultural influences, special events and important personages, influences on neighborhood, on the city, etc.*

This building was one in a chain of GLOCO gas stations belonging to the GOOD LUCK OIL COMPANY. The company was founded and built by the still existing owner A. E. "Amos" Wilemon and his twin brother, who died early in the development of the company. This company was one of the early fledgling, local oil companies in the Dallas area and was one of the first to sell gasoline made from East Texas oil. At its peak, GLOCO had 50 stations in the Dallas-Fort Worth area. Today, there are only 14 of the stations remaining in operation.

This particular site was GLOCO Station #5 and was built in the winter of 1939. Mr. Wilemon had been to the Texas Centennial at Fair Park in 1936. The exhibit hosted many buildings in the Art Deco styling. Mr. Wilemon was astounded and impressed with the unique design style, as well as the use of unusual and contrasting materials to achieve its unique look. He decided that he wanted some of his gas stations designed in the Art Deco motif. His twin brother and part owner however was not as impressed with the Art Deco design and wanted stations that were more contemporary and more like the existing stations in the area. They bickered back and forth until it was decided to build only a few of the stations in this new and unusual style.

Rather than use an architect, Mr. Wilemon and his brother sat down and designed the station on their own. They sketched and sketched until they had the design that they wanted. They oversaw all the aspects of the construction of the building as it rose from the ground up. Three stations were subsequently created in this design: one on Ross Avenue, one on North Fitzhugh, and this one on the corner of Lamar and Cadiz. This location was built in the winter of 1939 and when it opened it had 10 employees. This location operated as a gas station until 1973 when the the Arab oil embargo wrecked the oil market. This location was forced to close. It has remained unused ever since. The stores on North Fitzhugh and Ross Avenue were eventually sold and demolished. This location is the only remaining Gloco building with the Art Deco style.

The building was a sharp contrast to the surrounding area. Most of the local businesses were of more conventional design and material. Many were simple, square red brick buildings with no distinguishing features. This station however had its distinctive 35 foot stair-stepped tower, its contrasting stucco masonry with black ceramic tile, and its very distinctive neon lighting. Since it faced the highway that ran along the south side of downtown Dallas, it was readily noticeable by all who passed. This building is also unique because the Art Deco styling never became

**Continuation Sheet**

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a big rage in the design of Dallas buildings, and not that many were created. Consequently, this structure represents one of the few remaining examples of Dallas' Art Deco heritage. The Texas Centennial buildings in Fair Park and some of the downtown buildings are of the Art Deco design. Unfortunately, many of these have been destroyed over the years. Recently Mr. Wilemon, still alive today at 84, commented on what a shame it was that this station was the only one left in the Art Deco design and how he wished it could be saved and treasured as a part of Dallas heritage.

**14. Bibliography**

Anecdotal information and conversations with:

A. E. Wilemon - Owner

Alexus -- Mr. Wilemon's cousin

E. D. Wilemon -- Mr. Wilemon's son

Abner Sample, an employee of Good Luck Oil Company

Linda Anderson, a Dallas preservationist

**15. Attachments**

District or Site Map

Site Plan

Photos (historic & current)

Additional descriptive material

Footnotes

Other: \_\_\_\_\_

**16. Inventory of Structures-Historic District Only** (Page \_\_\_ of \_\_\_)

*Please complete this form for each structure in a proposed historic district*

**a. Location and Name**      **Good Luck Gas Station**

**b. Development History**

Original owner: A. E. Wilemon

Architect/builder: A. E. Wilemon

Construction/alteration dates: Winter, 1939

**c. Architectural Significance**

Dominant style: Art Deco

Condition: Deteriorated      Alterations: None

**d. Category**      **N.A.**

Contributing _____	Compatible _____	Non-contributing _____
<i>excellent example of an architectural style that is typical of or integral to the district; retaining essential integrity of design</i>	<i>supportive of the district in age, style and massing but is not representative of the significant style, period and detailing, or area of significance typical of the district</i>	<i>intrusive; detracts form the character of the district</i>

**e. Statement of Significance**

The Good Luck Gas Station is an excellent example of the Art Deco style of architecture. Unlike many other examples of "Deco" in the city of Dallas which are large imposing structures, the scale of the Good Luck Gas Station is intimate, at a more pedestrian scale. The Good Luck Gas Stations have been extremely popular because both its size and Art Deco style are very comfortable to the passerby. The station has a vernacular/folk appeal not found in many small structures.

When the Ross Avenue Good Luck Gas Station was to be demolished for downtown Arts District development, a huge public outcry was heard. Numerous newspaper articles, television news spots, and even bumper stickers, "Bad Luck for the Good Luck," appeared on cars all over Dallas. Development pressure won out, however, and the Ross Avenue station was demolished in December 1982.

Since the Cadiz station was outside of the Central Business District, it never gained the popularity or notoriety of its twin station on Ross Avenue. The small gas station stands not only as a testament to the Art Deco style, but as a monument to the oil business which transported the state of Texas to international importance.

<b>Designation Merit</b>	
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<p>A. Character, interest or value as part of the development, heritage or cultural characteristics of the City of Dallas, State of Texas or the United States. _____</p> <p>B. Location as the site of a significant historical event. _____</p> <p>C. Identification with a person or persons who significantly contributed to the culture and development of the city. _____</p> <p>D. Exemplification of the cultural, economic, social or historical heritage of the city. _____</p> <p>E. Portrayal of the environment of a group of people in an era of history characterized by a distinctive architectural style. _____</p> <p>F. Embodiment of distinguishing characteristics of an architectural style or specimen. <u>  X  </u></p> <p>G. Identification as the work of an architect or master builder whose individual work has influenced the development of the city. _____</p>	<p>H. Embodiment of elements of architectural design, detail, material or craftsmanship which represent a significant architectural innovation. _____</p> <p>I. Relationship to other distinctive buildings, sites or areas which are eligible for preservation according to a plan based on historic, cultural or architectural motif. _____</p> <p>J. Unique location of singular physical characteristics representing an established and familiar feature of a neighborhood, community or the city. <u>  X  </u></p> <p>K. Archaeological value in that it has produced or can be expected to produce data affecting theories or historic or prehistoric value. _____</p> <p>L. Value as an aspect of community sentiment of public pride. <u>  X  </u></p>
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<b>Recommendation</b>
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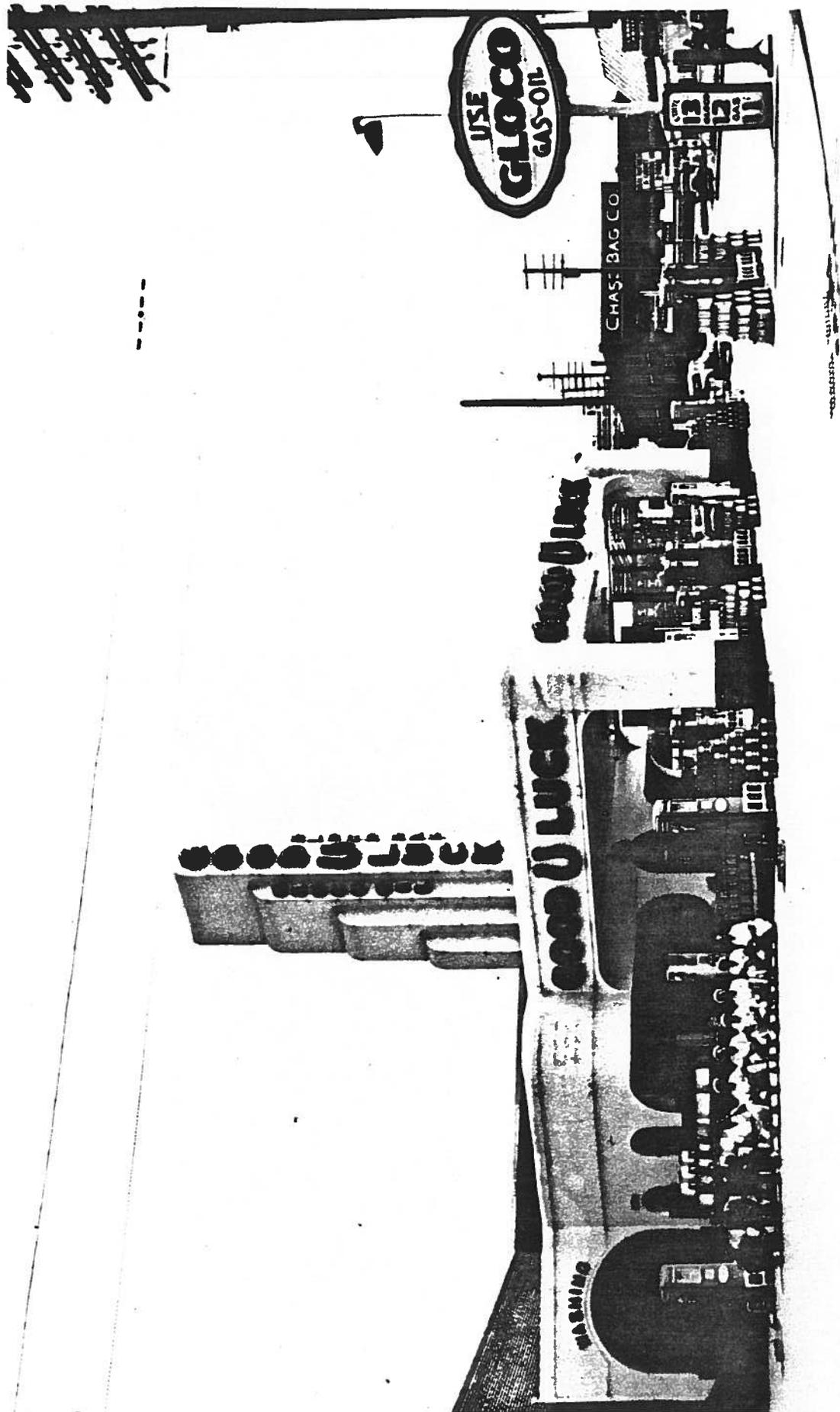
The Designation Task Force requests the Landmark Commission to deem this nominated landmark meritorious of designation as outlined in Chapter 51 and Chapter 51A, Dallas Development Code.

Further, the Designation Task Force endorses the Preservation Criteria, policy recommendations and landmark boundary as presented by the Department of Planning and Development.

Date:

\_\_\_\_\_  
 Kathleen Cothrum, Chair  
 Neighborhood Designation Task Force

\_\_\_\_\_  
 Jim Anderson, Urban Planner  
 Historic Preservation



**Exhibit A**  
**PRESERVATION CRITERIA**  
**Good Luck Gas Station**

All public and right-of-way improvements, renovation repairs, demolition, maintenance, site work, and new construction on the building site shall conform to the following guidelines and be approved through the certificate of appropriateness review process prior to commencement.

Unless otherwise specified, preservation and restoration materials and methods used shall conform to those defined in the Preservation Briefs published by the United States Department of the Interior, copies of which are available at the Dallas Public Library.

**1. DEFINITIONS**

1.1 **ACCENT COLOR** means color used in small amounts to trim and accentuate detailed architectural features such as narrow decorative moldings and window sashes.

1.2 **APPLICANT** means the property owner(s) or the owner's duly-authorized agent.

1.3 **CERTIFICATE OF APPROPRIATENESS** means of certificate issued by the city through the Landmark Commission to authorize the alteration of the physical character of real property on this site, of any portion of the exterior of a structure on the property, or the placement, construction, maintenance, expansion, or removal of any structure on or from the property.

1.4 **COLUMN** means the entire column, including the base and capital, if any.

1.5 **COMMISSION** means the Landmark Commission.

1.6 **CORNER LOT** means a lot that has frontage on two intersecting streets.

1.7 **CORNERSIDE FACADE** means a building facade facing a side street.

1.8 **CORNERSIDE YARD** means a side yard that abuts a street.

1.9 **DIRECTOR** means the director of the Department of Planning and Development or his representative.

1.10 **FENCE** means a structure or hedgerow that provides a physical barrier, including a fence gate.

1.11 **FRONT YARD** means the portion of a lot that abuts a street and extends across the width of the lot between the street and the setback line.

1.12 **HEIGHT** means the vertical distance from grade to the highest point of the structure.

1.13 **MINOR EXTERIOR ALTERATIONS** means the installation of or alterations to awnings; fences; gutters and down spouts; incandescent lighting fixtures; landscaping that comprises less than 25 percent of the front or side yard; restoration of original architectural features and additions and changes not visible from any street.

1.14 **NO-BUILD ZONE** means that part of a lot in which no new construction may take place.

1.15 **PRESERVATION CRITERIA** means the standards considered by the director and commission in determining whether a certificate of appropriateness should be granted or denied.

1.16 **PROTECTED FACADE** means a facade that must maintain its original appearance, as near as practical, in all aspects.

1.17 **ROUTINE MAINTENANCE AND REPLACEMENT** means the process of cleaning, including water blasting and stripping; stabilizing deteriorated or damaged architectural features, including repainting an item the same color; or substituting a duplicate item for an item that is deteriorated or damaged.

1.18 **SETBACK LINE** means a line marking the distance a building must be erected from a street, alley or other lot line.

1.19 **SIDE YARD** means that portion of a lot which is between a lot line and a setback line but is not a front or rear line.

1.20 **THIS SITE** means the Good Luck Gas Station Historic Site.

1.21 **TRIM COLOR** means a paint color other than the dominant color. Wood colored translucent stains are not trim colors. Furthermore, trim color does not include the color of porch floors or ceilings.

## **2. SITE AND SITE ELEMENTS**

2.1 New construction is prohibited in the areas designated as "No Build Zones" on the attached site plan.

2.2 The existing original and historic structure must be retained and protected.

2.3 New sidewalks, walkways, steps, and driveways must be of brush finish concrete, brick, stone, or other material approved through the certificate of appropriateness review process. No exposed aggregate, artificial grass, carpet, asphalt or artificially-colored monolithic concrete paving is permitted.

2.4 Exterior lighting must be appropriate to and enhance the structure as determined through the certificate of appropriateness review process.

2.5 Landscape must be appropriate and compatible, must enhance the structure and surroundings, and must not obscure significant views of the building or from the building. It is recommended that landscaping modifications reflect the original historic landscaping design when appropriate.

2.6 Fences shall be permitted in those areas of the front yard as indicated on the attached site plan.

2.7 Fences shall be constructed of metal, in a design that is at least 75% open, and may have a stone, concrete or similar base that is a maximum of three feet in height. Fences must be appropriate to and enhance the structure as determined through the certificate of appropriateness process.

## **3. STRUCTURE**

## **Facades**

- 3.1 Front and side facades are protected facades.
- 3.2 Reconstruction, renovation or repair of the opaque elements of the building facades must employ materials similar to the original materials in texture, color, pattern, grain and module size as much as practical.
- 3.3 Concrete and plaster elements must be renovated or repaired only with materials similar in size, grain, texture, and color to the original materials.
- 3.4 Original color and original materials shall be preserved and maintained wherever practical. Paint and other color schemes for non-masonry elements should be based upon any available documentation as to original conditions and shall be reviewed through the certificate of appropriateness process.
- 3.5 Exposing and restoring original historic finish materials is encouraged.
- 3.6 Exterior cleaning shall be accomplished in accordance with Department of Interior standards. No sandblasting or other mechanical abrasive cleaning processes are permitted.
- 3.7 No mechanical equipment shall be placed on the side or front yard of the structure.

## **Embellishments and Detailing**

- 3.8 The following architectural elements are considered special features and will be protected and preserved unless otherwise determined by the Landmark Commission: the curvilinear windows at the front of the building, the vertical roof pylon, and the front canopy and columns.

The curvilinear windows at the front of the building may be obscured by additions to the structure if the actual windows remain intact inside this addition.

## **Fenestration and Openings**

- 3.9 Original doors and windows and their openings shall remain intact and be preserved, with the exception of the front curvilinear windows previously mentioned and the two overhead doors. Where replacement is necessary due to damage or structural deterioration, replacement doors and windows shall express mullion size, light configuration, and material to match original doors and windows. Replacement of windows and doors which have been altered and no longer match the historic appearance is strongly recommended. No decorative ironwork or burglar bars are permitted over doors or windows. Interior mounted burglar bars of appropriate color and design are permitted, but must be reviewed through the certificate of appropriateness review process.
- 3.10 Glass and glazing shall match original materials. No tinted or reflective glazing or films is permitted.
- 3.11 Refer to Department of the Interior standards for acceptable techniques to improve the energy efficiency of historic fenestrations.

## **Roofs**

3.12 The slope, massing, configuration and materials of the roof shall be preserved and maintained. Existing parapets, cornices and coping must be retained and when repaired, should be done so with material matching in size, finish, module and color.

3.13 Solar panels, skylights, and roof-mounted mechanical equipment must be set back or screened so that it is not visible to a person standing at ground level on the opposite side of any adjacent right-of-way.

Railings or guardrails for safety purposes at the roof parapet shall be allowed. These railings shall be metal and shall be attached to the roof surface or to the back of the roof parapet, and shall be no more than 3'-6" high above the roof. The design of the railings shall be approved through the certificate of appropriateness process.

## **Canopy**

3.17 The existing canopy must be retained. If this canopy is enclosed; such enclosure must be at least 50% translucent material and such as glazing, glass block, and plastic or plexiglass windows. All enclosures should be built to be removable without adversely affecting the original building.

This enclosure must be approved through the certificate of appropriateness process.

## **4. NEW CONSTRUCTION AND ADDITIONS**

4.1 The form, materials, general exterior appearance, color, and details of any additions or new construction must be compatible with the existing historic structure as determined through the certificate of appropriateness process.

4.2 The height of any additions or new construction must not exceed the parapet height of the historic structure on the site.

4.3 No new vertical extensions which extend above the roof are permitted between new and existing construction shall be established and maintained.

## **5. SIGNS**

5.1 With the exception of temporary political or real estate related signs, which must be removed at the conclusion of the election or upon sale of the property, only street address labels, business identification signs, signs for bonafide security services and directional signs which are sensitive and appropriate to the appearance of the structure as determined through the certificate of appropriateness review process are permitted

It is encouraged that the original "Good Luck" sign be either replicated or imitated on the building in the location of this original sign. This sign shall be reviewed through the certificate of appropriateness review process.

5.2 All signs must conform to appropriate city codes and be compatible with the architectural qualities of the historic structure as determined through the certificate of appropriateness review process.

## **6. REVIEW PROCEDURES FOR CERTIFICATES OF APPROPRIATENESS**

6.1 Unless in conflict with this section, the standard review procedure outlined in Section 51A-4.501 of the Dallas Development Code, as amended, applies to this site.

6.2 Upon receipt of an application for a certificate of appropriateness, the director shall categorize requests one of the following; (A) routine maintenance and replacement; (B) minor exterior alteration; or (C) work requiring review by the commission.

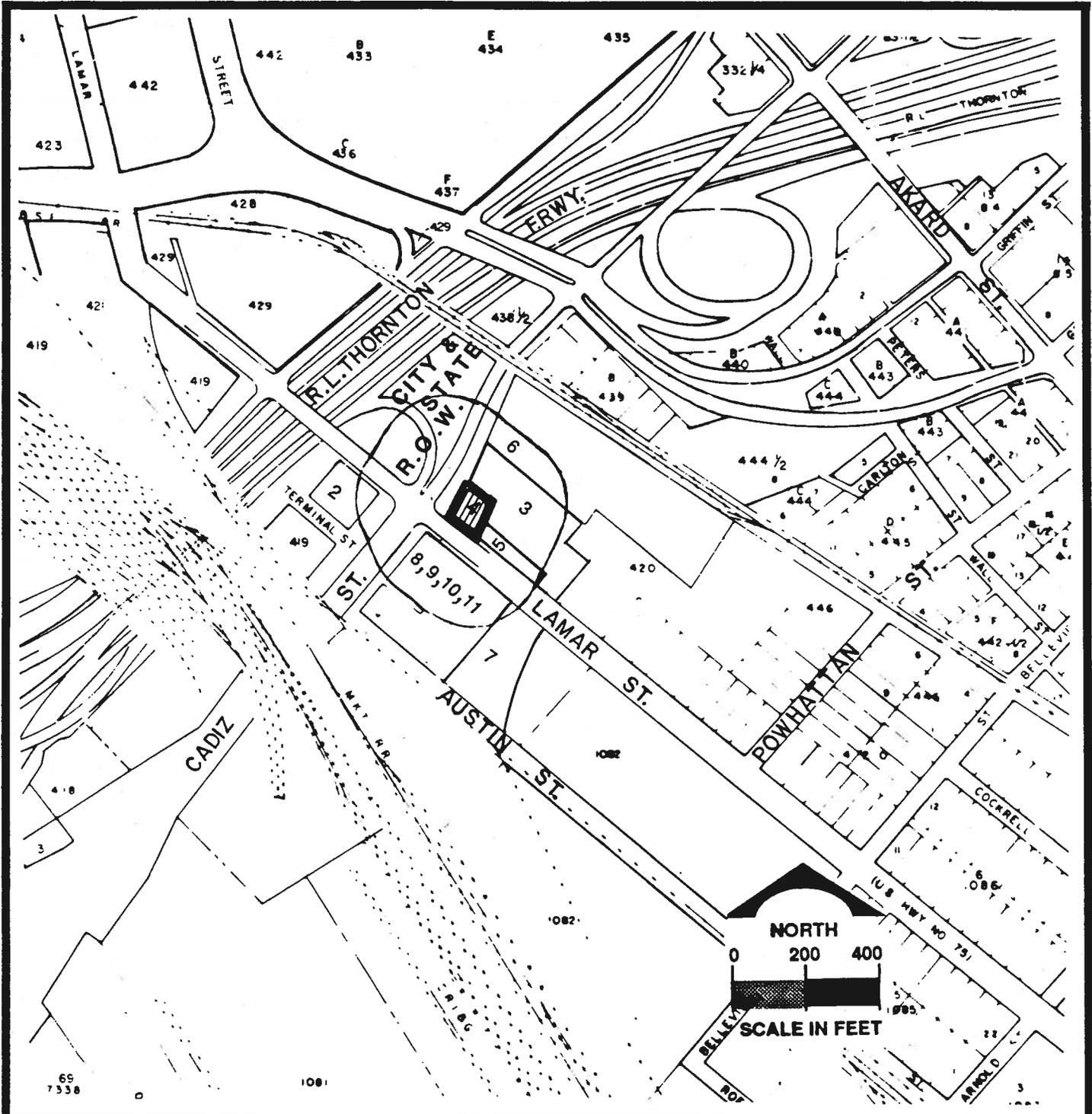
6.3 The director shall review and grant or deny certificates of appropriateness for proposed work that falls into either category A or B listed in subsection 6.2 within 10 days of receipt of a completed application for a certificate of appropriateness. To be considered complete, an application must include any exhibits or attachments deemed necessary by the director.

6.4 No decision by the director to approve a certificate of appropriateness for proposed work falling within category A or B may be appealed. A decision to deny a certificate of appropriateness in such instances may be appealed by the applicant or property owner. Appeal is made to the Landmark Commission by submitting a written request for appeal to the director within ten days after the decision to deny.

6.5 Proposed work falling into category C shall be reviewed by the commission within 45 days following the standard review procedure outlined in section 51A-4.501 of the Dallas Development Code, as amended.

6.6 Category C certificates of Appropriateness denied by the Landmark Commission may be appealed to the City Plan Commission in accordance with Section 51A-4.501 of the Dallas Development Code, as amended.

April 2, 1992



# NOTIFICATION

**11**

Property Owners  
Notified

**200'**

Area of  
Notification

Map No.           K - 7          

Case No.           Z912-188/9048-S

Z912-188/9048-S

1. LANDMARK COMMISSION AUTHORIZED HEARING
2. CENTENNIAL LIQUOR STORE
3. CENTRAL GREYHOUND LINES
4. GEORGAS NICK TR
5. SHAW GILBERT
6. FDIC
7. BEER A ROBERT TR
8. STEVENS LOUISE C
9. MELTON RUTH ELINOR WILSON
10. BURKE ALICE NAOMI WILSON
11. WILSON WYNANT STONE
12. STATE OF TEXAS

CPC 5-14-92/CT