

April 1, 2014



Ikea to open new store in Greater Rockwell: Applications being accepted in late June

In a surprising announcement, Swedish home goods retailer Ikea announced plans to open a 400,000 square foot store at the intersection of Lawrence and Artesian avenues. The move is expected to bring over 600 new jobs to the neighborhood and a 7,000 percent increase in the amount of abandoned furniture placed in the alley running parallel to Lawrence.

In heated public forums, neighbors expressed concern at the amount of traffic the project would bring. Ikea officials eventually quelled community concerns by committing funds to fix the, in their words, “craggy, moon-like pothole bomb-scape that Lawrence has become over the winter.” They also promised GRO members a 15 percent discount on assorted lingonberry products on alternating Thursdays.

The project was apparently born out of an incident when an intoxicated Ingvar Kamprad, founder of Ikea, spent 25 minutes stuck in the drive through of the Burger King formerly located at the project site. Angered at the fare

his cab meter was running due to delayed Whoppers, a wild-eyed Kamprad ranted about “bulldozing this [string of Swedish expletives] place to the ground and sticking an Ikea here, and how would they like that?”

The following morning, an intoxicated Kamprad was alarmed to find out that he had followed through on his Malört-induced rage promises.

Nils Elkqvistsson, chief operating offer of Ikea’s North American division, expressed excitement at the ability to revitalize the block. We think. No one present actually spoke Swedish, and the area’s only translator was called to a gluten-based emergency at Tre Kronor in nearby North Park.

“Detta är en falsk artikel. Men om du letar upp det på Google översättare, så har du figured ut det vid det här laget,” Elkqvistsson said. “Bra jobbat, kompis. Hur gör du i dag?”

Applicants can apply in person starting in late June. Candidates must be fluent in Swedish and provide references, as well as their own meatball and cream sauce recipe.

More news from the Greater Rockwell area

- Ideas to change the name of GRO being accepted: Current frontrunner is “Gripers Radically Organizing”
- Dog-grooming/yoga studio/frozen yogurt store to open, finally filling long-ignored niche market
- GRO in need of Chairs (not unlike Beans and Bagels) for new committees, Toddler Outreach and Pooch Patrol

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CTA announces plans to replace stair case at Western brown line stop with crazy slide

An official from the CTA announced on April 1 that the Chicago Transit Authority has decided to do away with the long-standing method of getting to the Western brown line platform.

Instead of stairs, a large, yellow slide, commonly referred to as a “crazy slide,” will be installed just in time for summer.

“We thought it might be a neat draw for tourist season,” said the unnamed official.

“Lincoln Square is a great neighborhood but a lot of people visiting Chicago might not know about it. This slide is going to put this neighborhood on the map.”

When asked about the practicalities of climbing up a slide approximately 40 feet, especially during rush hour, the official waved off concerns about adding additional travel time to daily commutes.

“That first week might be a little rough, but I’m certain after that, everyone will get the hang of it. And who couldn’t use the extra cardio first thing in the morning?”



A special feature for the slide to cool off the summer months is also in the works: Between noon and 3 p.m. on weekends, the slide will double as a water slide for area children.

“This built-in water park will be free to all Ventra card users,” the official said. “Please. Please, please activate your Ventra cards soon. We promise it’s not that bad.”

Ward 47 now taking suggestions for new, monthly-changed street names

Ward 47 Alderman Ameya Pawar has spear-headed a campaign to bring attention to the Greater Rockwell area in a big way. Starting in August, area streets like Campbell, Maplewood, and Leland will bear new names: In fact, different ones each month.

“We thought it would spice things up a little, and add a new dimension for the partiers who come to the area for the fests as they try to find where they parked,” said Pawar of the plan.

Residents are encouraged to submit ideas for street names. If selected, names will remain posted on street signs for one month, cementing one’s area claim-to-fame.

Pawar’s office stressed that the temptation to use profanity should be resisted, as well as the urge to simply name streets after yourself.

“I get it,” said Pawar. “But please don’t do that. Don’t just keep submitting your own name every month, we’re not going to pick it.”

Submissions for May’s suggestions can be turned in as of April-15.

Interested in learning more about GRO? Come to our (actual, real) meeting Tuesday, April 1 at 7:30 at Lutheran Memorial Church at Wilson and Campbell. <http://greaterrockwell.org/>