

**MIGHTY WIND:** Developer Bill Senne, chief executive of Senco Properties, has started marketing a new condo building -- and, no, the man is not crazy. The current market isn't kind to these ideas, but Senne is going ahead anyway, with a couple of ideas.

First, he's trying to appeal to first-time buyers with his proposed 94-unit building at 2359 N. Seeley, near the Kennedy Expy.'s exit at Fullerton. Given his price range of \$239,000 to \$499,000, one can argue about whether he hits the mark for first-time affordability. Senne said the condos, 17 of which have been sold, qualify as low-priced for the building's hip Bucktown neighborhood.

His other pitch is that the building will be eco-friendly. The seven-story building will have wind turbines on the roof that will generate 2 percent of its power -- enough for a 10 percent reduction in residents' electric bills, Senne said. He said it will be the first exclusively residential building in Chicago to use wind turbines.

They won't look like the latter-day windmills in rural areas. Senne is using turbines designed by Chicago-based Aerotecture International Inc. that lie close to the roof and use a double-helix design.

Senne has christened the project EcoLogic Lofts. The "green" approach worked for him at another project, called Emerald, at 123 S. Green. Senne said 80 percent of Emerald's 212 units have been sold.

Is he cutting prices to move the rest? No, he said, adding that developers who do that hurt themselves with the earlier buyers who came in at higher prices. "We try to maintain integrity in our pricing," he said.