



Apicella named managing director of development of The MacQuesten Companies

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According to The MacQuesten Companies, one of the leading developers of middle-income and affordable housing in New York State, Joseph Apicella, a development executive instrumental in the building of some of Westchester's most iconic buildings, has joined the firm as managing director of development.

Apicella has been involved in \$2 billion worth of development in the tri-state area. As executive vice president for Cappelli Enterprises, a position he held for the last 20 years, Apicella played key roles in the development of some of Westchester's most iconic real estate, including The Ritz-Carlton, Westchester Renaissance Sq., a 1.4 million s/f complex in downtown White Plains that includes a 43-story tower, the tallest building in Westchester County.

"Joe is one of the most knowledgeable and talented development professionals in the New York Metropolitan area," said Rella Fogliano, president of The MacQuesten Companies. "He brings a wealth of experience and know-how to the MacQuesten Companies, and I know that with Joe on board, we will be even more successful at bringing affordable and middle-income housing to a region that needs it."

Apicella has experience in all areas of development, including acquisition, securing financing, obtaining government approvals and construction. He played major roles in developing City Center White Plains, which includes the 212-unit Trump Tower and an 18-screen National Cinema Deluxe movie multiplex; Trump Plaza New Rochelle - that city's tallest building; and the Trump Park Residences Yorktown.

Previously, he served as Downtown Development Manager for Yonkers, the fourth-largest city in the state, where he coordinated the creation of the Yonkers Downtown Waterfront Master Plan.

He plans to call on his entire range of knowledge and experience at The MacQuesten Companies.

"At MacQuesten, we'll be developing projects from the ground up, which is what I've done for the better part of 25 years," Apicella said. "I bring another ingredient to the table - the understanding and the knowledge that comes with the successful completion of both mid-rise and high-rise housing."

"I am pleased to be coming on board with a company that is in growth mode," Apicella said. "Rella has done great things and our best days are in front of us. She's owned and developed thousands of housing units. She has the wherewithal and the extraordinary energy to get things done, and that energy is contagious. Rella also allows the latitude to be creative. For me, that's very important."

The MacQuesten Companies, which includes MacQuesten Construction Management, LLC and MacQuesten Development, LLC, specializes in financing, designing and construction management of multi-family, affordable housing and commercial properties, which are then privately held by affiliated companies.

The company has developed 11 buildings and 1,500 units of affordable housing in New York City

and Westchester County since 1992, most famously Heritage Homes in New Rochelle - a \$72 million, three-phase, 228-unit housing project in partnership with the New Rochelle Municipal Housing Authority.

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