



→ Lawrence C. Eppley

Partner

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Larry Eppley is a partner in the Corporate Practice Group in the firm's Chicago office. He is also the Leader of the firm's Hospitality Team.

Areas of Practice

Larry concentrates his practice on acquisitions, real estate finance, development, public and private finance, joint ventures and raising equity, particularly in the hospitality sector.

Previously, Larry was general counsel at Potbelly Sandwich Works, one of Chicago's fastest growing companies, and his clients rely on him as their principal outside legal counsel. He often works with middle-market and emerging growth companies, including those in the hospitality and restaurant sectors, and with structured and institutional finance.

Larry was named as one of *Law360's* Hospitality MVPs in both 2013 and 2016 for his extensive work in major transactions geared towards hotel development.

Honors

Leading Lawyer, Leisure & Hospitality, *Chambers USA*, 2022

Hospitality Editorial Advisory Board, *Law360*, 2017-2022

Illinois Super Lawyer, *Super Lawyers*, 2014-2018

Best Lawyer in America, *Best Lawyers*, 2013-2023

Hospitality Sector Lawyer of the Year in Illinois, *Corporate Intl*, 2018

Real Estate, *Legal 500 US*, 2014-2016, 2021

Hospitality MVP, *Law360*, 2013, 2016

Designated a "Distinguished Graduate of the College of Law" by the University of Illinois School of Law, 2002

Experience

Representative Experience

- Represent clients in connection with the acquisition, development and financing of hotel projects throughout the U.S.

- Represent foreign investors in connection with U.S. real estate assets.
- Represent emerging growth restaurant companies.
- Represent major financial service institutions in connection with real estate financings.
- Served as General Counsel of Potbelly Sandwich Works.

Representative Transactions

- Hotel Indigo, New York, New York
- 1400 Cahuenga Blvd., Los Angeles, California
- 168 North Michigan Avenue, Chicago, Illinois
- 850 North Lake Shore Drive, Chicago, Illinois
- The View, Jersey City, New Jersey
- Bay Harbor Hotel, Tampa, Florida
- Ventana Inn, Big Sur, California
- Viera Manor, Melbourne, Florida
- Carmel Valley Ranch, Carmel-By-The-Sea, California
- Mondrian Soho, New York, New York
- Essex Inn, Chicago, Illinois
- 29-26 Northern Blvd., Long Island City, New York
- 45-40 Vernon Blvd., Long Island City, New York
- B Ocean Hotel, Ft. Lauderdale, Florida
- Trump Soho, New York City, New York
- Commune Hotel, New York City, New York
- CAA Building Hotel, Chicago, Illinois
- Hotel Lincoln, Chicago, Illinois
- Crown Miami Beach Hotel, Miami, Florida
- 360 North Michigan Avenue Building Hotel, Chicago, Illinois
- 330 North Wabash (former IBM Building), Chicago, Illinois
- 127 West Huron, Chicago, Illinois
- Temple Building Hotel, Boston, Massachusetts
- Wyndham Chicago, 633 St. Clair, Chicago, Illinois
- Doubletree Metropolitan Hotel, New York City, New York
- Radisson Lexington Hotel, New York City, New York
- Hotel Cass Chicago, Magnificent Mile, Chicago, Illinois
- Felix Hotel, River North, Chicago, Illinois

Articles

- Chicago may impose hiring priority to previously laid-off hotel workers
Chicago Daily Law Bulletin, 03.24.2021
- Sanctuary housing: Key questions for hotels on front line
Hotels Magazine, 03.31.2020
- Preparing For New Calif. Hotel Housekeeper Regs
Law360, 06.14.2018

Larry writes articles on subjects of commercial real estate for the Illinois Institute for Continuing Legal Education and has lectured for CLE International, Inc. He is a contributing author for IICLE's *Commercial Landlord-Tenant Practice*, 2020 Edition.

Real Estate, Land Use & Environmental Law Blog Posts

- "Hotels Provide Sanctuary on the Front Lines; Saving Grace in the Time of Crisis", March 30, 2020
- "Total Vacancy: Hotels Searching for Answers in Wake of COVID-19", March 23, 2020
- "Commercial Real Estate Tips of the Week: Practical Answers from Sheppard Mullin's Coronavirus Task Force", March 16, 2020
- "California Executive Order Permits "Commandeering" Hotels", March 13, 2020

Media Mentions

Law360's 2022 Editorial Advisory Board
Law360, 04.15.2022

Hospitality Attys Eye Pandemic Impact On Industry In 2022
Law360, 01.03.2022

Pandemic Tests Hospitality Industry At Midyear Point
Law360, 08.20.2021

Hospitality Trends And Cases To Watch In 2021
Law360, 01.03.2021

'New Normal' Is Elusive For Hotels Amid Pandemic, Attys Say
Law360, 09.10.2020

Hotels Adopt New Cleaning Rules During COVID-19 Crisis
Law360, 05.05.2020

As Bankruptcies Surge, Sheppard Mullin Adds Kirkland Partner
The American Lawyer, 04.15.2020

Law360's 2020 Hospitality Editorial Advisory Board
Law360, 04.06.2020

Thousands Of Hotels Offer Rooms For COVID-19 Patients

Law360, 03.25.2020

Hospitality Attys On High Alert As Coronavirus Fears Spread

Law360, 03.10.2020

New laws aim to protect hotel workers

Hotel Business Magazine, 11.07.2019

The CEC and 1871 Elects Larry Eppley as Chairman of The Board of Directors

1871 Blog, 06.21.2019

Art for the Sake of Community

How civic engagement and charitable commitment can lead to the best art in town

Chicago Design Network, 05.22.2019

Law360's Hospitality Editorial Advisory Board

Law360, 03.19.2019

CA Hotels Focus on Training to Limit Housekeeping Injuries

Hotel Business, 11.2018

Sheppard Mullin Steers \$163M NYC Hotel Buy

Law360, 10.24.2018

Q&A: Sheppard Mullin's Larry Eppley On The Chicago Hospitality Market

Bisnow, 09.04.2018

Hospitality Cases And Trends To Watch For The Rest Of 2018

Law360, 08.27.2018

Calif. Hotels Must Create Housekeeper Injury Prevention Plans

Hospitality Law, 08.2018

Law360's Hospitality Editorial Advisory Board

Law360, 03.21.2018

New Chicago Ordinance Requires Hotels to Equip Employees with Panic Buttons

Legal News Line, 11.07.2017

New Chicago Sex Assault Law Aims To Protect Hotel Workers

Law360, 10.26.2017

Law360 Hospitality Editorial Advisory Board

Law360, 02.27.2017

Chicago's Hospitality Lawyer

Super Lawyers, 01.2017

Hospitality Cases To Watch In 2017

Law360, 01.02.2017

Hospitality MVP. Sheppard Mullin's Larry Eppley
Law360, 12.12.2016

4 Movies Every Real Estate Lawyer Should Watch
Law360, 09.12.2016

Spaces: New Lease, New Look
Chicago Lawyer, 09.2016

At This Accounting Firm, Every Day Can Be Casual Friday
Crain's Chicago Business, 01.20.2016

What To Consider When Staring Down A Lateral Move
Chicago Lawyer, 09.04.2014

An Office In A Startup State Of Mind
Chicago Lawyer, 09.2014

Hospitality MVP. Sheppard Mullin's Lawrence Eppley
Law360, 11.21.2013

Speaking Engagements

Larry moderated the "Developing and Designing Hotels for a Changing World" panel at Bisnow's Chicago Hotel and Restaurant Real Estate conference on August 18, 2022.

Larry moderated the "Resilience of the City" panel at Bisnow's Escape & Ascent Digital Dealmaking Conference on December 8, 2020.

He moderated "Alternative Investment Opportunities: How to Make Money in 2020" at Bisnow's Multifamily Annual conference on November 14, 2019.

He moderated "Hotel Investment, Finance & Development" at the Bisnow Los Angeles Hotel Summit on March 14, 2019. He also presented on "Purchases, Sales, and Closing" at PLI's Annual Commercial Real Estate Institute on November 15, 2016, October 25, 2017, and October 24, 2018, and he moderated "Bisnow Chicago Repositioning & Adaptive Reuse 2017."

He also moderated "Fireside Chat: The Opening of the ACE Hotel Fulton Market," at Bisnow Chicago Hotel Investment & Development Series 2017. Lawrence was the keynote speaker at Northwestern University's Kellogg School of Management's Business Law Conference in February 2012.

He has also served as a faculty member and lectured for the National Association of Bond Lawyers. Lawrence has also been a speaker and panelist at various National Association of Bond Lawyers seminars and conferences, and served as a panelist at real estate industry seminars.

Events

What is Happening with Lenders, Servicers and Special Servicers?
Webinar, 07.30.2020

Return of the Guest Experience
Webinar, 06.11.2020

Re-engaging the Office Deal
Episode Two
Webinar, 06.04.2020

Investment Opportunities in Hospitality
Episode 1
Webinar, 05.21.2020

Sanctuary Hotels – Providing Accommodation During the Pandemic
Webinar, 04.15.2020

PLI's 20th Annual Commercial Real Estate Institute
University of Chicago Gleacher Center, 10.24.2018

Hotel Transactions in Illinois
Lawline
05.12.2017

PLI's 18th Annual Commercial Real Estate Institute
University of Chicago Gleacher Center, 11.15.2016

Hotel Investment & Repositioning Summit
The Westin Chicago River North, 12.17.2014

THINC 2014
The Hotel Investment Networking Conference
Hilton Chicago, 05.2014

Memberships

Law360 Hospitality Editorial Advisory Board Member, 2016-2022

Advisory Board, University of Illinois at Chicago, 2018-present

Board of Directors, Metropolitan Capital Bank and Trust, a Chicago-based private bank

Chairman of the Board of Directors, Chicagoland Entrepreneurial Center/1871, a not-for-profit that operates the world's top-ranked business incubator that provides programming and services for entrepreneurs and start-ups

Board of Directors, Chicagoland Chamber of Commerce

Member, Economic Club of Chicago, 2014 - present

Member, City Club of Chicago, 2015 - present

Member, Governing Board of Trustees, University of Illinois, 2001 - 2009

Chairman, University of Illinois, 2003 - 2008

Founding Board Member, IllinoisVENTURES LLC, 2003 - 2009, a University/owner venture capital company

Podcasts & Webinars

What's Next - What is Happening with Lenders, Servicers and Special Servicers

07.30.2020

What's Next? Return of the Guest Experience

06.11.2020

What's Next? Re-engaging the Office Deal

06.04.2020

What's Next - Episode 1

05.21.2020

Practices

Corporate

Emerging Company & Venture Capital

Family Owned, Closely-Held Businesses and Family Offices

Joint Ventures and Strategic Alliances

Mergers and Acquisitions

Private Equity

Commercial Lending and Financial Transactions

Equity Sponsor Finance

Public Finance

Real Estate Finance

Real Estate, Energy, Land Use & Environmental

Commercial Leasing

Real Estate Acquisitions and Dispositions

Real Estate Development

EB-5

Real Estate Portfolio Transactions

Industries

EB-5

Emerging Company & Venture Capital

Food and Beverage

Hospitality

Multifamily Housing

Private Equity

REIT

Education

J.D., University of Illinois College of Law, 1985, *magna cum laude*, Order of the Coif

B.S., University of Illinois, 1982, with high honors

Master of Accounting Science, University of Illinois, 1982

Passed Certified Public Accountant Exam, 1982

Admissions

Illinois

U.S. District Court, Northern District of Illinois