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REAL ESTATE

DEALMAKERS 2011

Joan H. Story likes to walk along her real estate projects.

“It’s tangible, it’s real. You can talk about selling a company or a patent, but it’s all abstract. ... It’s fun to be involved in an arena where you can walk around a city and say, ‘I worked on that project, I had something to do with that.’”

New evidence of her work will be cropping up in Oakland at the proposed MacArthur BART Transit Village development project. Built on an old BART parking lot, the project will consist of more than 600 residential units combined with neighborhood-serving retail, community space and new parking areas. As the primary negotiator, Story recently secured agreements with the redevelopment agency and BART for the acquisition and lease of the BART property. They’re hoping to break ground on the new parking garage in the next four months.

“That one sort of tugs at my heart because I am a resident of Oakland. ... I can see what a difference it would make in my own backyard,” she said.

It was those local effects of developments that first interested Story in real estate law. After pursuing a doctorate in political science at UCLA, Story moved to the Bay Area and started working as a legal assistant to pay the bills. Talk began of developing Bay Farm Island, and Story realized how many community concerns plagued the proposals. Now, with more than three decades of experience, Story cites a strong foundation as the key to flexibility and success in an ever-changing market.

“You start with a set of building blocks, and you put those building blocks together in different ways,” she said. “So the result

Joan H. Story

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Clients: DHL Express, U.S. Bank, Lend Lease Corp., MacArthur Transit Community Partners, Diageo Chateau & Estate Wines Co.

\$1 BILLION+

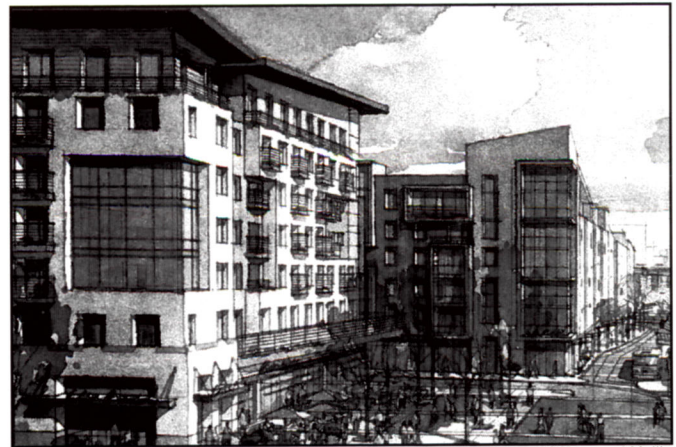
ESTIMATED TOTAL VALUE OF 2010 TRANSACTIONS

looks different, but the principals that allow you to do the deal are the same.”

Story’s diverse clientele is a testament to this skill. In the past year, she has led negotiations for DHL Express at its primary hub in Wilmington, Ohio, and assisted long-time client Diageo Chateau & Estate Wines Co. in its \$304 million sale to Realty Income Corp.

As the market shows signs of improvement, Story finds her work gravitating toward the financial as she lends a hand to the firm’s finance practice group.

“When I started out in real estate, you



Courtesy of Sheppard Mullin

Rendering of the MacArthur BART Transit Village

borrowed from a bank or insurance company,” she said. “Now [that] we live in a world where everything has been sliced and diced, it gets more complicated all the time.”

— Eb Richardson