



## → 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*, 2022-2023

Hospitality Editorial Advisory Board, *Law360*, 2017-2023

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

Best Lawyer in America, *Best Lawyers*, 2013-2024

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**

- Godfrey Hotel, Detroit, MI
- Westin Book Cadillac, Detroit, MI
- 5 Hotel Portfolio in San Francisco, Palo Alto, and Los Gatos, California
- 4 Hotel Portfolio in San Francisco, California
- Hotel Indigo, New York, New York
- Godfrey Hotel Hollywood, Los Angeles, California
- ARLO Hotel, 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
- LondonHouse Hotel, Chicago, Illinois
- 330 North Wabash (former IBM Building), Chicago, Illinois
- Godfrey Hotel, 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

- Commercial Landlord-Tenant Practice – 2023 Edition  
*Illinois Institute for Continuing Legal Education*, 05.17.2023
- Sanctuary Hotels in The Time of Crisis: The Legal Consequences  
*Hotel Executive*, December 2022 issue
- 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*, 2023 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

Hospitality Cases And Trends To Watch In 2024  
*Law360*, 01.01.2024

Law360's 2023 Hospitality Editorial Advisory Board  
*Law360*, 05.09.2023

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

Speaker, "Chicago's Start-up Landscape," The Economic Club of Chicago on October 4, 2022

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, 2018-2022  
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  
Distressed Real Estate Loan Workouts and Enforcement  
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