

Gerald L. Pouncey Jr.

SENIOR COUNSEL / ATLANTA

E: gpouncey@taftlaw.com

T: (404) 504-7738

F: (404) 365-9532

Gerald is Senior Counsel at Taft. Before its merger with Taft, he was the Chairman of Morris, Manning & Martin, LLP. His primary focus is the acquisition, disposition, and/or redevelopment of properties with significant environmental impact (including state and federal superfund sites), mergers, investments, economic incentives, and financing related to such properties, as well as the development and implementation of green energy technologies and strategies. He lectures nationally on these topics.

Gerald has led efforts in the permitting, financing, acquisition, redevelopment and regulatory closure of hundreds of industrial properties, mines and landfills throughout the United States including a former wood treating facility in South Florida, a former airplane manufacturing facility in New York, former Department of Defense facilities, several former automobile assembly facilities across the country, a former granite mine in Maryland, a former chrome ore smelting facility in South Carolina, a former oil field in California and numerous other similar projects. Among these projects is the Atlantic Station Redevelopment in Atlanta, which the U.S. Environmental Protection Agency recognized as the nation's best Brownfield redevelopment.

Gerald has also led efforts to expand and redevelop port facilities across the East and Gulf Coasts, including Norfolk, Va., Charleston, S.C., Savannah, Ga., Jacksonville, Fla, Tampa, Fla., and Mobile, Ala, among other cities. He has also developed, negotiated, and implemented various financial incentives that enable these projects to take place. He has served as lead negotiator for industry (both foreign and domestic) considering locating in the Southeast. Mr. Pouncey's practice also encompasses all facets of the design, development, and construction of sustainable buildings and renewable energy facilities, including various LEED-certified developments.

Gerald served as a legislative appointee to the commission tasked with reviewing the reauthorization of Georgia's Hazardous Waste Trust Fund. As



Practices

Environmental
PFAS (Per-and Polyfluoroalkyl
Substances)
Real Estate
Real Estate Finance
Commercial Transactions
Environmental Regulatory
Industrial Real Estate

Education

University of Georgia (1985)
Auburn University (1982)

Admissions

State - Georgia

part of this legislative committee, he was the principal author of Georgia's Brownfield legislation. Gerald is the past chairman of the board of directors for the Council for Quality Growth, the Georgia Brownfield Association, the Walker School and Cobb Landmarks and Historical Society. He is a board member of the North Georgia and Metropolitan Atlanta Water Management District and a past board member of the Georgia Chamber of Commerce. He also serves on the Executive Committee of the Board of Directors for the Georgia Conservancy. He recently completed his term as chair of the National Environmental and Land Use Policy Committee of the International Council of Shopping Centers. Gerald is a contributing author to the American Bar Association publication "Brownfields: A Comprehensive Guide to Redeveloping Contaminated Property."

Gerald earned a bachelor's degree in chemical engineering from Auburn University and a law degree from the University of Georgia School of Law. Gerald was a law clerk to Judge James C. Hill of the 11th U.S. Circuit Court of Appeals.

Notable Matters

- Representation in a multi-year high-profile brownfield redevelopments, which includes a loan secured for a 200+ assemblage of properties with overlapping regulations by the EPA, negotiations with the EPA Headquarters and the EPA Region 4, and resolving environmental issues in connection with construction.
- Representation of a multi-year redevelopment of Turner Field (former Olympic Stadium/former Atlanta Braves Ballpark) and surrounding parking lots. This \$350+ million, 70+ acre redevelopment in the heart of Atlanta will include student housing, retail, restaurants, office space, hotels, medical office space, and parks.
- Served as lead environmental counsel on the remediation and then the sale of the approximately 70-acre "Quarry Yards" site in the urban core of Atlanta, Georgia.
- Served as National environmental counsel for The Hanover Company. Representation has included advising on contractual, risk-allocation, regulatory, wetland, redevelopment, and financing issues.
- Served as nationwide environmental counsel to Branch Properties in connection with its acquisition, redevelopment, and disposition of properties located throughout the Southeast.

-
- Served as lead environmental counsel for the owner of a 110-acre property located along Shipyard Creek in Charleston, South Carolina, and obtained its removal from the National Priorities List. The property contained the former Macalloy chromium ore smelting facility, which operated from 1941 to 1998 and is currently being regulated by the EPA and the South Carolina Department of Health & Environmental Control (DHEC).
 - Served as lead counsel for the Atlantic Station project, which is the nation's largest brownfield redevelopment, and received EPA's Phoenix Award as the Nation's top Brownfield project.
 - Served as lead negotiator for locating the 1 billion dollar Toyo Tire facility in Georgia.
 - Served as environmental counsel to Jacoby Development in Jacoby's acquisition of the former Ford Auto Assembly Plant in Hapeville, Georgia, a 130-acre Brownfield south of Atlanta, now home to the Porsche North America Headquarters.

Awards

- Honoree, *The Best Lawyers in America*,[®] Environmental Law (2007 – 2026)
- Recipient, the International Council of Shopping Centers, Trustees' Distinguished Service Award (2025)
- Honoree, *Chambers USA: America's Leading Lawyers for Business*, Environmental Law (2007 – 2025)
- Recipient, Atlanta 500 Most Influential Leaders, Atlanta Magazine (2019, 2020, 2022, 2023, 2024)
- Recipient, Southeastern Legal Lifetime Achievement Award, Law.com (2024)
- Recipient, Distinguished Alumni Award, The Samuel Ginn College of Engineering, Auburn University (2021)
- Recipient, Georgia Super Lawyer, Atlanta Magazine (2004 – 2020)
- Honoree, Lawyer of the Year, Best Lawyers[®], Environmental (2017)
- Recipient, Energy & Environmental Trailblazer, National Law Journal (2016)
- Honoree, Legal Elite, *Georgia Trend* (2012)
- Honoree, Who's Who in Residential Real Estate, *Atlanta Business Chronicle* (2003)

Professional Affiliations

- Georgia Chamber of Commerce
Board of Directors
- The Walker School
Former Chairman of the Board of Directors
- Council for Quality Growth
Former Chairman of the Board of Directors and Current Executive
Committee Member and Board Member
- Georgia Brownfield Association
Former Chair and Current Executive Committee Member
- North Georgia and Metropolitan Atlanta Water Management District
Board Member
- Regional Leadership Institute, Atlanta Regional Commission
Member
- Metropolitan Atlanta Chamber of Commerce Environmental & Energy
Committee
Member
- International Council of Shopping Centers National Environmental &
Energy Committee
Chair
- Past Board Member and Chair of the Environmental and Toxic Tort
Section
Atlanta Bar Association
- Auburn Engineering Alumni Council
Chair
- Executive Committee and Board of Trustees for the Georgia
Conservancy
Member