



Barbara Koonz

Managing Partner

Practice Leader | Energy & Renewable Resources

 Roseland

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- Represents project owners, developers, and investors in traditional energy, renewable energy, and battery storage projects in connection with permitting, development, interconnection, and state and federal incentives
- State and federal environmental permitting, regulatory compliance guidance, and enforcement actions
- Assists entities, including solid waste companies and brokers, seeking to obtain A-901 licenses and transfer licensed facilities

Barbara practices at the intersection of energy, infrastructure, and environmental law. She provides strategic representation to a full spectrum of energy industry stakeholders, from traditional power generation and LNG facilities to data center developers and renewable energy investors. As a highly tactical advisor, she seeks to address and mitigate the risks associated with complex projects.

Barbara guides clients through the labyrinth of state and federal environmental permitting, including Clean Air Act (Title V) air compliance, New Jersey Pollutant Discharge Elimination System (NJPDDES) and Civil Asset Forfeiture Reform Act (CAFRA) approvals. With over three decades of experience, she is a formidable negotiator in enforcement actions involving the EPA, New Jersey Department of Environmental Protection (NJDEP), New Jersey Board of Public Utilities (NJBPU), and frequently serves as New Jersey local counsel for national law firms navigating the state's unique Industrial Site Recovery Act (ISRA) and Environmental Justice (EJ) mandates.

In the renewable sector, Barbara facilitates the development of solar, agrivoltaic, and battery storage facilities. She manages the entire transactional lifecycle, from securing solar development incentives to negotiating interconnection agreements with PJM. Her expertise extends to the "heavy lifting" of infrastructure development, including the drafting of Engineering, Procurement, and Construction (EPC) and Power Purchase Agreements (PPAs) and the acquisition of complex energy rights-of-way.

Barbara also serves as a resource for the solid waste and soil recycling sectors. She provides incisive counsel on the commercial and regulatory complexities of A-901 licensure, helping vendors and investors navigate the rigorous background checks and Certificate of Public Convenience and Necessity (CPCN) requirements essential for operating in New Jersey.

Areas of Focus

Practice Areas

- Energy & Renewable Resources
- Environmental
- A-901 Solid Waste Permitting
- Air Permitting
- Brownfield Cleanup & Redevelopment
- Contractual Allocation of Environmental Risks
- Environmental Compliance & EHS
- Environmental Due Diligence
- Environmental Issues in Lending Transactions
- Environmental Land Use Permitting
- Federal & State Superfund & Lien Laws
- Environmental Government Enforcement Actions
- ISRA & Other Transaction-Triggered Environmental Laws
- Reimbursement & Financing of Cleanup Costs
- Remediation of Contaminated Properties
- Construction Contracting & Risk Management
- Environmental Issues in Real Estate Transactions & Redevelopment

Industries

- Energy, Public Utilities & Solid Waste
- Real Estate
- Construction

Credentials

Bar Admissions

- New Jersey, 1989
- U.S. District Court, District of New Jersey, 1989
- Pennsylvania, 2007
- Florida, 2012

Education

- Seton Hall University School of Law, J.D., 1989
- University of Pennsylvania, 1985, Graduate Studies in Hydrogeology
- Franklin & Marshall College, B.A., 1983

Experience

Representative Matters

- Leading the firm's energy team representing L'Oréal USA, providing support in the development and operation of large-scale renewable energy projects, including negotiation of long-term energy services agreements, community solar arrangements, and utility compliance for facilities in multiple states, including a flagship New Jersey microgrid and solar generation facility with battery storage and EV infrastructure.
- Advising Lightstar Renewables on the development of agrivoltaics, community solar, and grid-supply projects in New Jersey and the Northeast, including site acquisition, permitting, interconnection, incentive eligibility, financing, and power purchase agreements, with capital investments exceeding \$100 million.
- Representing a publicly traded telecommunications company and its affiliates in developing a landfill-based community solar facility in Voorhees, securing New Jersey Department of Environmental Protection (NJDEP), New Jersey Board of Public Utilities (NJBPU), and utility approvals and managing complex interconnection and waste-law compliance issues.
- Representing a global 501(c)(3) organization dedicated to the advancement of zero-emission vehicle and infrastructure technology in evidentiary proceedings before the NJBPU, advocating for policies supporting electrification of commercial and heavy-duty vehicle transportation and related incentive programs.
- The firm is serving as New Jersey counsel to a leading sustainable infrastructure investment firm in the acquisition, financing, and development of fuel cell, solar, and battery storage projects supporting high-demand data centers, with project investments exceeding \$200 million.
- Serving as lead counsel for a west-coast based national renewable power company in securing New Jersey's first waiver permitting solar development in the Pinelands Preservation Area, enabling construction of a landfill-based solar and storage facility following NJBPU, NJDEP, and Pinelands Commission approval.

- Greenbaum’s team is representing the principals in the planning and development of a proposed AI data center and on-site energy generation facility in Gloucester County, providing regulatory, land use, environmental, and energy law counsel, and securing local, state, and utility approvals and permits for a large-scale, infrastructure-intensive development project.
- Representing the owner of a Massachusetts based renewable energy services provider in the acquisition, redevelopment, and expansion of rooftop and ground-mounted solar and energy storage facilities in New Jersey, including interconnection transfers, power purchase agreements, and complex asset redeployment.
- Serving as New Jersey regulatory counsel to the largest solar community services provider in the Northeastern United States in connection with community solar program compliance, subscriber agreements, disclosure documents, and consumer protection requirements following a major industry merger.
- The firm’s ongoing representation of a powerhouse entity in New Jersey and New York’s commercial real estate sectors includes negotiating rooftop solar leases and transmission easements for community solar projects and advising on regulatory compliance and project development across the client’s significant commercial portfolio.
- Represented a global medical equipment manufacturer in environmental permitting, Industrial Site Recovery Act compliance, and international corporate reorganizations, including resolution of Clean Water Act disputes resulting in \$20–\$50 million in avoided compliance costs.
- Serving as special energy and environmental counsel to an industrial material recycling firm in the sale of a regulated sanitary landfill with integrated solar and methane systems, ensuring compliance with environmental, energy, and waste regulations.
- Serving as environmental counsel to ShelterLogic Group in facility compliance, real estate matters, and the environmental decommissioning and remediation of a major New Jersey manufacturing operation.
- Representing ShelterLogic Group in commercial decarbonization initiatives, including acquisition, relocation, and expansion of solar and energy storage assets and resolution of complex interconnection and transactional issues.
- Advising Village Super Market, Inc. on environmental compliance, permitting, due diligence, and redevelopment for supermarket and warehouse facilities across multiple states, including projects in underserved urban areas.
- Advising a commercial facility services company and private equity investor on A-901 licensing and regulatory compliance in connection with acquisitions and expansion of solid waste and mechanical services businesses in New Jersey.
- Advising Fairleigh Dickinson University on competitive procurement and negotiation of electricity and natural gas supply agreements for multi-campus operations, including management of annual energy auctions and supplier contracts.
- Advising the owner of a 52-acre tract of farmland located in Lebanon, in negotiating long-term ground leases for a 12 MW grid-supply solar facility, including structuring lease terms, due diligence periods, and risk allocation provisions.

- Greenbaum is acting as New Jersey counsel to a multinational chemical manufacturer in more than two dozen federal and New Jersey state court actions alleging air and groundwater contamination caused by the discharge of PFAS substances. The cases include claims of alleged biomonitoring, personal injury, natural resource damage and contamination of a local water supply.

Affiliations

Memberships

- NAIOP New Jersey: Board of Trustees
- American Bar Association: Section of Environment, Energy and Resources
- New Jersey State Bar Association: Public Utility Law Section; Environmental Law Section; Corporate Sustainability, Cleantech, and Climate Change Special Committee (member and former Co-Chair)
- New Jersey Builders Association: Environmental Affairs Committee
- Energy Bar Association
- Florida Bar Association
- New Jersey Women Lawyers Association

Other Activities

- Appointed by the Supreme Court of New Jersey to serve on the New Jersey Lawyers Assistance Program (NJLAP) Board of Trustees
- Rutgers Center for Urban Environmental Sustainability Brownfield Redevelopment Task Force (former member)

Personal

- Board member and former chair of the Middlesex County Adult Substance Abuse Program, which delivers rehabilitation and re-entry services to drug-dependent inmates

Insights & More

Announcements

[Chambers USA 2026 Recognizes Greenbaum, Rowe, Smith & Davis Across 10 Practice Areas and 18 Individuals](#)
6.04.26

[Barbara J. Koonz Selected for Inclusion in The 2026 Lawdragon 100 Managing Partners You Need to Know Guide](#)
4.08.26

[36 Greenbaum Attorneys Selected for Inclusion in 2026 Edition of New Jersey Super Lawyers](#)
3.20.26

Barbara J. Koonz Recognized by NJBIZ as a 2026 "Leaders in Law" Honoree

2.09.26

2026 Edition of Best Lawyers Recognizes 54 Attorneys in 41 Practice Areas: Eight Greenbaum Lawyers Recognized on "Ones to Watch" List

8.21.25

Barbara Koonz to Receive NJBIZ 2025 Leading Women in Business Award; Selected for Inclusion on NJBIZ 2025 Law Power List

7.23.25

2025 Chambers USA Guide Ranks Greenbaum, Rowe, Smith & Davis in Key Practice Areas and Recognizes 18 Attorneys as Leading Individuals

6.04.25

Greenbaum, Rowe, Smith & Davis Elects Barbara J. Koonz as Managing Partner

4.15.25

Thirty-Five Attorneys from Greenbaum, Rowe, Smith & Davis Selected for Inclusion in 2025 Edition of New Jersey Super Lawyers

3.19.25

2025 Edition of Best Lawyers Recognizes 56 Attorneys in 39 Practice Areas: Ten Greenbaum Lawyers Recognized on "Ones to Watch" List; Three Selected for "Lawyer of the Year" Recognition

8.14.24

Barbara J. Koonz Featured by CIANJ's Commerce Magazine as One of 2024's "Enterprising Women in Commerce"

8.01.24

2024 Chambers USA Guide Ranks Greenbaum, Rowe, Smith & Davis in Key Practice Areas and Recognizes 20 Attorneys as Leading Individuals

6.05.24

Barbara J. Koonz Elected Fellow of American College of Environmental Lawyers

5.30.24

Thirty-Four Attorneys from Greenbaum, Rowe, Smith & Davis Selected for Inclusion in 2024 Edition of New Jersey Super Lawyers

3.25.24

2024 Edition of Best Lawyers Recognizes 59 Attorneys in 38 Practice Areas: Twelve Greenbaum Lawyers Recognized on "Ones to Watch" List; Five Selected for "Lawyer of the Year" Recognition

8.16.23

Client Alerts

Governor Sherrill Signs Bill Modernizing Nuclear Generation Permitting in NJ: Minor Step or Nuclear Renaissance?

4.14.26

New Jersey BPU Takes Action on Solar & Energy Storage in Response to Governor Sherrill's Day One Executive Orders

3.05.26

New Jersey EDA's Next NJ Program - AI Continues to Make Tax Incentives Available to Artificial Intelligence Data Centers

1.07.26

Solar ITC Safe Harbors After the "Big Beautiful Bill": What Developers Need to Know

10.30.25

New Jersey Board of Public Utilities Launches Much Anticipated Garden State Energy Storage Program

6.25.25

NJ BPU's Revised Interconnection Regulations Are Intended to Speed Up Interconnection of Solar and Storage Systems

5.29.25

Proposed Legislation Creates Uncertainty for New Jersey Legacy Solar Renewable Energy Certificate (SREC) Program

3.28.25

New Jersey DEP's Resilient Environments and Landscapes (REAL) Regulations: An Overview of the Proposed Rulemaking and Its Impacts on Development

10.28.24

BPU Seeks to Reevaluate NJ's Solar Renewable Energy Credit Competitive Solicitation Incentive (CSI) Program

9.05.24

New Jersey BPU Establishes Permanent Community Solar Program

8.21.23

New Jersey BPU Deadline for Submission of Applications for Solar Competitive Solicitation Incentive (CSI) Program is Fast Approaching

3.14.23

New Jersey BPU Grants Transition Incentive Program Deadline Extension for Registered Solar Projects Under Narrow Circumstances

6.10.22

Dirty Dirt Law Update: DEP Extends Compliance Deadlines, Opens Registration Process and Establishes Safe Harbor From A-901 Licensure for Providers of Soil and Fill Recycling Services

3.17.22

New Jersey BPU Announces Transition of Community Solar Pilot Program to Permanent Program; Anticipates Announcement of Program Y2 Awards Shortly

10.11.21

An Update on NJ's Dirty Dirt Law: DEP Issues New Compliance Advisory with Updated Registration and Licensing Deadlines for Providers of Soil and Fill Recycling Services

9.13.21

New Jersey BPU Adopts Long-Awaited Successor Solar Incentive Program and Announces Planned Closure of Successful TREC Program

7.29.21

New Jersey Legislates Requirement that New Warehouse Construction be "Solar-Ready"

6.10.21

The New Jersey Economic Recovery Act of 2020: An Overview of the Technology Business Tax Certificate Transfer (NOL) Program

5.18.21

BPU Updates Recommendations to New Jersey Solar Successor Program Straw Proposal: Deadline for Written Comments to Proposal Extended to May 27, 2021

5.13.21

The New Jersey Economic Recovery Act of 2020: An Overview of the Offshore Wind Tax Credit Program

4.30.21

BPU Staff Proposes Major Revisions to Solar Incentive Program and Fast Tracks Request for Comments; Stakeholder Workshops Begin April 21

4.16.21

The New Jersey Economic Recovery Act of 2020: An Overview of the Food Desert Relief Program (RFI Responses Due Monday, April 12)

4.09.21

NJ Solar Community Demonstrates Extraordinarily High Level of Interest in Year Two of New Jersey Community Solar Program

4.07.21

New Jersey Board of Public Utilities Announces Opening of Year 2 of the Community Solar Program

10.06.20

NJ Board of Public Utilities Prepares for Second Year of Community Solar Program

8.03.20

"Dirty Dirt Law" Compliance Requirements Extended Due to COVID-19

5.06.20

In the Nick of Time, NJBPU Extends SREC Eligibility for Solar Projects Delayed Due to COVID-19

4.28.20

DEP Issues Guidance Regarding Compliance Challenges Arising from COVID-19

4.27.20

DEP Upgrades of NJ Water Bodies to Category One Status Trigger Significant Land Use and NJPDES Discharge Restrictions on Neighboring Properties

4.21.20

Beware of Dirty Dirt: New Jersey Enacts Stringent Licensing Requirements for Soil and Recycle Fill Providers; Providers of Soil and Fill Recycling Services Must Register with the DEP by April 20, 2020 for a Temporary License

4.13.20

Breaking Update for Solar Project Developers and Ongoing Solar Projects: New Jersey BPU Announces April 30 Closing Date for Current Solar Renewable Energy Certificate Program

4.07.20

New Jersey BPU Guidance: Projected May 2020 Closure of the SREC Program and COVID-19 Implications

4.02.20

Attention New Jersey Soil or Recycle Fill Providers or Brokers: Don't Miss April 20, 2020 Deadline for A-901 License Registration

3.30.20

Climate Change Takes Center Stage as NJDEP Schedules February/March Stakeholder Meetings to Address Critical Regulatory Reform

2.18.20

New Jersey Enacts Stringent A-901 Licensing Requirements for Soil and Recycle Fill Providers to Protect Against "Dirty Dirt"

2.10.20

Eligibility for New Jersey's New Solar Transition Incentive Program Clarified by BPU

1.15.20

Published Articles

Greenbaum, Rowe, Smith & Davis' New Managing Partner Discusses Leadership Style

4.28.25

Greenbaum Rowe's New Head On 'Unique' Culture Of Support

4.23.25

2023 Market Forecast

January 2023

Negotiating Solar Renewable Energy Agreements: What You Should Know

June 2022

New Jersey BPU's New Solar Program Maintains a Robust Incentive for Residential Solar Installations
Summer 2021

New Jersey Board of Public Utilities Announces Opening of Year 2 of the Community Solar Program
Winter 2021

Energy Projects and Initiatives Will Impact New Jersey
1.21

Seminars & Events

AI Data Centers at Scale: Environmental Constraints, Regulatory Frameworks, and Integration with Next
Generation Energy Technologies
5.21.26

Advanced Topics in Commercial Leasing 2025
11.20.25

Legal Trends in Environmental Law
3.20.24

Advanced Topics in Commercial Leasing: 2023
11.15.23

Legal Trends in Environmental Law
3.29.23

11th Annual Renewable Energy, Clean Tech and Climate Change Conference
12.01.22

Advanced Topics in Commercial Leasing: 2022
11.16.22

Legal Trends in Environmental Law
10.12.21

The New Jersey Economic Recovery Act: A Strategic Look at New Jersey's New Incentives
9.29.21

Legal Trends in Land Use Law & Environmental Law
9.21.20

New Revenue Streams Through Solar Development
5.11.20