

**Terry A. Schum, AICP**

## **BIOGRAPHICAL SUMMARY**

Terry retired in March 2023 after 37 years of service to the City, beginning in 1986, in the capacities of Economic Development Coordinator and building the Department of Planning and Economic Development as Planning Director. During her tenure, She served und eight Mayors and eight City Managers.

Previously, she worked in the areas of housing and community development for other local governments in the State of Maryland. She was recently recognized by the College Park Mayor and Council, the Prince George's County Council, the Prince George's County Planning Board, the Prince George's County Executive and the 21st Delegation of the Maryland General Assembly for her professional accomplishments (see attachments).

While not an architect, Terry has spent her career working with architects in both the public and private sectors. Her critical eye and belief in design excellence made her an astute reviewer of design plans and projects and an outstanding member of planning committees. She served as a task force member reviewing local plans and proposals for the Government Services Administration, Washington Metropolitan Area Transit Authority and State Highway Administration. She also proposed and sponsored design charrettes conducted by the Urban Land Institute and Washington Metropolitan Council of Governments, and was appointed to the Technical Work Group for the rewrite of the Prince George's County Zoning Ordinance and as a member of the Purple Line Community Advisory Team.

Most importantly, Terry's leadership and initiative has had a transformational impact on the City of College Park. She was instrumental in establishing the City's Planning Department, the College Park Advisory Planning Commission and the College Park City-University Partnership. She has spent her entire career working collaboratively with the Maryland-National Capital Planning Commission and University of Maryland. She actively participated in the 2002 and 2010 US Route 1 Corridor Sector Plans, the 1997 and 2015 College Park/Riverdale Park Metro Area Transit District Development Plans and the 2001 and 2013 Greenbelt Metro Area Sector Plans advocating for design guidelines and form-based codes. These plans laid the groundwork for change in the City and adjoining areas. Other important plans adopted on Terry's watch are the 2011 College Park Neighborhood Pattern Book, 2016 Complete and Green Streets Policy, 2022 Age-Friendly Action Plan and two locally and nationally designated historic districts.

Town/Gown issues were always front and center for her. She served on every University of Maryland Facilities Master Plan and Update during her time in College Park and worked to ensure that impacts to the surrounding community were appropriately considered. She was also given a non-voting seat on the University of Maryland Facilities Council enabling her to comment on campus projects and budgets. Terry was also a frequent visitor at the School of Architecture and Planning where she participated

in project critiques and advised on student projects many of which were based in College Park. She always had time for student's questions and established a paid student internship within her Planning Department.

Terry's influence is visible wherever you go in College Park. In addition to reviewing hundreds of proposed new development projects, she obtained millions of dollars in local, state and federal grants for community and economic development projects. She implemented the design and construction of commercial district streetscape projects, parks and playgrounds, hiker/biker trails, wayfinding and interpretive signage and public art. She also used city resources to promote infill development with the Lakeland Affordable Housing Design/Build Competition and Howard Lane Project delivering 11 new homes for purchase. For all of these projects, she retained and worked closely with the local architecture and design community. Two of these projects, Hollywood Gateway Park and Hollywood Commercial Revitalization Project were recognized with awards from the American Association of Landscape Architects and Maryland Sustainable Communities Program, respectively. Notably, Terry was a member of the joint city and university committee working on the design and construction of the new College Park City Hall, which received a design award from this chapter.

As a former City Manager wrote in a letter upon her retirement, "Look at what she did. It is all around you lucky city. Appreciate it. All praise and glory to this life-long work of art and influence. Terry blended a life of professional excellence, mother to two successful children and a commitment to College Park which will never be surpassed."

## **Education**

- B.A. Geography, University of Maryland
- M.S. Urban Planning, Johns Hopkins University
- Certified planner by the American Institute for Certified Planners and member of the American Planning Association, including the Urban Design and Economic Development Divisions

## **Memberships and Appointments**

- Former member of the Congress for the New Urbanism, Urban Land Institute, National Trust for Historic Preservation, Association of Pedestrian and Bicycle Professionals, and University of Maryland Facilities Council
- Former Vice Chair of the Maryland Downtown Development Association and member of the Maryland Association of Housing and Redevelopment Agencies and International Council of Shopping Centers
- Appointed to serve on Governor Glendening's Subcommittee on Planning Techniques for the Economic Growth, Resource Protection and Planning (Smart Growth) Commission
- Appointed to serve on Technical Work Group for the Prince George's County Zoning Ordinance Rewrite
- Former board member of the Downtown College Park Management Authority

- Former member of the Anacostia Trails Heritage Authority (now Maryland Milestones)
- Former steering committee member of College Park Land Preservation Trust

## **Publications and Speaking**

- Authored articles on planning-related topics for publications such as Planning Commissioners' Journal, Zoning Practice, and Downtown Development Reporter
- Speaker at local, state, and national conferences, including American Planning Association National and Regional Conferences, National League of Cities, Maryland Association of Housing and Redevelopment Agencies, Design DC, Society of College and University Planning, and numerous undergraduate and graduate classes at UMD & Johns Hopkins

## **Achievements**

- Served on Planning Committees for the 1990 College Park, Langley Park, and Greenbelt Master Plan, 2002 and 2010 US Route 1 Corridor Sector Plans, 1997 and 2015 College Park/Riverdale Park Metro Area Transit District Development Plans, 2001 and 2013 Greenbelt Metro Area Sector Plans, the US Route 1 reconstruction project, Anacostia Trails Heritage Area Management Plan, University of Maryland Facilities Master Plans, and the Purple Line Community Advisory Team
- Obtained designation of College Park as one of the state's three original Maryland Main Street Communities and subsequently as a Sustainable Maryland Community and Community Legacy Area
- Convened the City's first Green Team, prepared a 3-year Sustainable Action Plan and obtained Sustainable Maryland Certification
- Worked with Downtown businesses to establish the Downtown College Park Management Authority, prepare the Downtown Guide to Businesses and other marketing and branding programs and materials
- Established a Downtown Farmers Market and Food Truck Hub and community gardens in Old Town and Hollywood neighborhoods
- Convened citywide Real Estate Roundtables and implemented the College Park is a Smart Place to Live and Invest campaign
- Worked with M-NCPPC to prepare historic district nominations for the Old Town and Calvert Hills neighborhoods and obtain local and national historic district designations
- Prepared historic neighborhood walking tour brochures for Lakeland, Berwyn and Old/Town Calvert Hills
- Obtained millions of dollars in local, state, and federal grants for community and economic development projects
- Established the Live Near Your Work and New Neighbors programs to promote homeownership
- Implemented the design and construction of commercial district streetscape projects in Downtown, Berwyn, and Hollywood; the renovation of citywide parks and playgrounds; new sidewalk construction; the Rhode Island Trolley Trail; city

and neighborhood identification signs, citywide wayfinding signs, historical interpretive signage, the city's first mural, and other neighborhood improvement projects

- Coordinated the local census review and Complete Count Committee for the decennial census
- Managed the preparation and adoption of the 1995 College Park Comprehensive Plan, 2003 Housing Plan, 2005 Economic Development Plan, 2011 College Park Neighborhood Pattern Book, 2016 Complete and Green Streets Policy and Plan, and 2022 Age-Friendly Action Plan
- Worked to obtain state and county enabling legislation for limited College Park zoning authority and to establish procedures for implementing the variance and departure process
- Assisted with the establishment of the College Park Advisory Planning Commission and the College Park City-University Partnership and provided staff support
- Reviewed hundreds of proposed development projects and testified before the Prince George's County Planning Board, Zoning Hearing Examiner and County Council on development
- Promoted new affordable housing construction through the Lakeland Affordable Housing Design/Build Competition and Howard Lane Development