

Section 2

Vision, Targets and Values

2.1 The Vision for Lake Vernon

A vision statement provides guidance for what the lake should be and look like in the future. The vision statement also provides a general description of the characteristics that are important to residents, commercial and government stakeholders, and lake users and establishes a specific direction to be followed. The following Vision Statement was created by The Lake Vernon Environmental Committee and the Lake Vernon Association Executive and is based upon the values identified through the process:

~ The Lake Vernon Association ~

Who We Are:

The Lake Vernon Association is a local, not-for-profit, non-political association made up of property owners from the area surrounding Lake Vernon.

Mission Statement:

To protect the natural environment, health and beauty of Lake Vernon and to represent issues affecting its membership and their quality of life.

Vision Statement:

Through effective leadership integrate a vigilant, informed, cultural community working with other lake associations as stewards committed to maintaining and enhancing an environmentally healthy, natural community in and around Lake Vernon.

2.2 The Association's Objectives

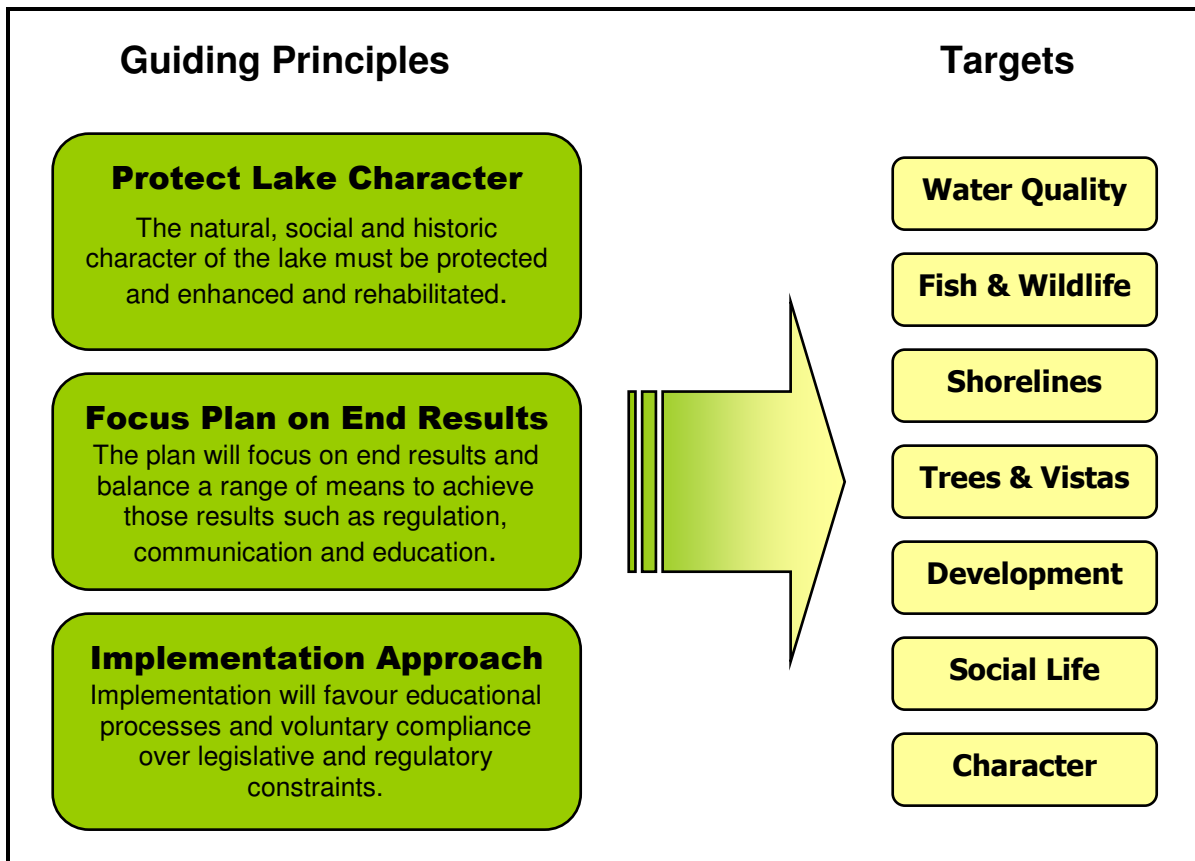
The Lake Vernon Association's objectives are:

- ✓ To maintain the environmental health of Lake Vernon.
- ✓ To monitor developments which affect the environment of Lake Vernon.
- ✓ To represent the needs of its members.
- ✓ To interface with all levels of government and non-government agencies, as necessary, monitoring their policies and activities as they relate to and affect Lake Vernon.
- ✓ To inform members of local issues affecting the lake through regular newsletters and the Annual General Meeting.
- ✓ To liaise with other associations having similar objectives.
- ✓ To participate in and contribute to the local community.

2.3 Principles and Targets

The Lake Vernon Environmental Committee confirmed three principles for the preparation of the Lake Plan and identified seven potential targets to be addressed. The principles guided the preparation of the plan and the targets provided the desired end result (Figure 3).

Figure 3 - Principles and Targets



The targets shown in Figure 3 were established by the Lake Vernon Environmental Committee for consideration in the preparation of the plan, and are further described as follows:

1. **Water quality** - The water of Lake Vernon should not contain contaminants in excess of the natural historic levels (i.e. the level of contaminants that would occur in nature prior to human habitation) or standards specified by qualified official bodies. Significant contaminants to be considered should include phosphorus, nitrates, toxins, e-coli and other contaminants that may be identified in the planning process.
2. **Fish and wildlife** - Lake Vernon should support a sustainable fish population and maintain stability in the bio-diversity of wildlife species and their habitat. The introduction of “invading species” such as zebra mussels must be prevented.

3. **Natural shorelines and riparian areas** - The shoreline can be described as the “ribbon of life” that supports a diverse range of fish, wildlife species and vegetation. The protection and the rehabilitation of the shoreline (littoral, riparian, and upland areas) should be promoted to increase the amount of natural shorelines.
4. **Natural appearance and vistas** - The natural vista should be maintained. Buildings and structures should have a minimal impact on the natural appearance of the shoreline and the landscape.
5. **Economic and property development** - The competitiveness and viability of existing resorts and commercial operations is to be supported. A cooperative working relationship will be fostered between residential and commercial members of the Lake Vernon community and the municipality, district, provincial and federal officials to ensure that proposed commercial and residential developments and activities respect the environment and character of the lake, as well as maintain property values.
6. **Social life** - A range of social and recreational activities should be promoted that will preserve the health and ambiance of Lake Vernon, as well as foster the sense of community around the lake and are consistent with the natural character of the lake.
7. **Historic, cultural and natural character** - The historic, cultural and natural character of the lake is to be recognized, protected and restored, where appropriate. Future commercial and residential development must compliment and be compatible within the historic, cultural and natural character of Lake Vernon.

2.4 Lake Values

The Residential Survey and the Stakeholders Workshop identified the most valued features on Lake Vernon. These are shown in Figure 4 in order of number of replies.

Figure 4 – Resident and Stakeholder General Values

Resident Values	Stakeholder Values
Peace and Tranquility	Water Quality
Water Quality	Social and Cultural Aspects
Undeveloped Shorelines	Natural Beauty and Shoreline
Natural Beauty	Habitat for Wildlife, Fish and Plants
Wildlife	
Recreational Opportunities	
Landscape	
Sense of Community	
Low Development	
Boating	

Source: Resident Survey and Stakeholder Workshop

Figure 4 shows that both residents and commercial stakeholders basically hold the same views about what is important to those living on the lake or visiting it. Residents indicated that “peace and tranquility” to be the most valued attribute, however, both interest groups considered the water quality to be very highly valued. Both groups also considered the natural beauty to be very important. Natural lake vistas are supported by the unspoiled appearance of two major sight lines that are commonly viewed by an observer. The first is the shoreline and the second line is the horizon. Any man influenced interruption of these lines, such as a clearing or an out-of-character structure detracts from the naturalness of these sight lines.

The results of the survey and workshop show the common valued features among both residents and stakeholders. These values include:

- Water Quality;
- Natural Beauty; and
- Wildlife Habitat.