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<https://www.bizjournals.com/triad/news/2022/12/06/triad-life-optimization-center.html>

# Triad life optimization center will feature fitness, wellness and social environment with craft beer

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**See Correction/Clarification at end of article**

Customers of a "life optimization" center under construction in Greensboro will have access to chiropractic, acupuncture, massage, fitness, a nurse and nutritional and sleep counseling as well as espresso, healthy food, wine and craft beer all under one roof. And a few steps away, across a large outdoor gathering area, will be a new CrossFit facility.

An 8,900-square-foot building at 4113 Lawndale Drive is targeted to open on April 1 as Greensboro Sports Performance, housing the services listed above. Next door at 4111 Lawndale will be a CrossFit training gym in a 5,068-square-foot building. Plus, both businesses are adjacent to County Park, where GSP expects to hold camps and running and biking clinics.

Greensboro Sports Performance will offer programs for athletes as well as fitness clients.



JOHN BRASIER

Greensboro Sports Performance and the CrossFit gym are expected to open next spring.

"We're going to have a product to address every function of life," said Damien Rodulfo, a chiropractor and the owner of GSP. "We'll have everything for someone's lifestyle. We're going to give Greensboro one place to go."

Will Stevens' Penn Properties is the developer and general contractor. The buildings are similar to others Penn developed and built earlier this year in a rectangle surrounded on three sides by County Park. According to Guilford County permit records, Penn estimated the construction costs at \$652,657 for Crossfit and \$1,201 for GSP. Stevens said he will have about \$4 million invested in the land and facilities.

Rodulfo is moving Healing Hands Chiropractic business from 2501 W. Cornwallis Drive and expanding services such as the coffee, espresso and craft beer to form the new GSP. Ian Nepaulsingh and Casey Gleason will own and operate Crossfit. Gleason said she expects CrossFit to also open April 1. The CrossFit opened a temporary location Dec. 1 on Norwalk Street, near Wendover Avenue.

Gleason was a former owner of CrossFit Versatile on Park Terrace in Lindley Park.

Rodulfo said the two businesses are a natural fit and expect to work together to form a wellness and fitness destination on almost two acres on the west side of Lawndale, just south of Greensboro Science Center. Rodulfo estimates the businesses have about three-fourths of an acre in between them for additional events.

"The whole thing is a community space," Rodulfo said. "It will be a place where you can start your run and end your run and then have a beer."

Rodulfo said he is considering allowing food and meals to be delivered by healthy restaurants or sources.

In April, TBJ reported that local businessmen Brent Allen and Chase Hazelwood would transform a 52,000 SF building in High Point into the Carolina Core Wellness facility with nurse practitioners, nutritionists, physical therapists, holistic dentists, chiropractors, counselors, massage therapists, pediatric providers, personal trainers and acupuncturists as well as saunas, salt room and float tanks. Core Coffee offers meals, snacks and drinks and co-working area.

**Correction/Clarification**

Corrects first name of Will Stevens of Penn Properties.

**John Brasier**

Reporter

*Triad Business Journal*

