

High Point dye company seeks to expand facility

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The High Point Enterprise

HIGH POINT — A longtime manufacturer in south High Point plans to expand its operations.

Classic Dyestuffs is asking the city to rezone 3.4 acres surrounding its facility at 301 Brentwood St. for a possible \$5 million, 40,000-square-foot expansion.

The company, which makes specialty chemical products for several industries, has recently expanded into processing hand sanitizer components in response to the coronavirus pandemic.

“They’ve run out of space, essentially,” said Grant Almond, a High Point attorney representing Classic Dyestuff in its zoning application. “Classic was one of the businesses in High Point that responded to the demand for specialty cleaning products, and that business has grown substantially and likely will continue to do so.”

The company was established in 1979, when High Point had a booming textile and hosiery industry, which Classic Dyestuffs supported, according to President Thomas Picha.

“In 1996, as business conditions changed and the textile industry began to decline substantially, we adapted our product lines to accommodate uses of color in areas outside of textiles,” he said. “The company has continued to grow and expand into many new industries. Our current production site is at capacity, and we cannot take on additional business until we have more production space.”

The company is asking the city to rezone two abutting parcels from light industrial to conditional zoning heavy industrial to accommodate the potential expansion.

City planners say the rezoning is not necessary because the company’s current and future use is classified as “minor manufacturing,” which is compatible with the current zoning.

According to the city, the company asked for the change out of concern that future city staff might interpret its activities differently and consider it a major manufacturing use.

A public hearing on the zoning case is scheduled for Monday before the City Council.