If you have been browsing for a B2 industrial space in Singapore, you probably noticed a theme in the listings and project brochures: “showroom”, “display area”, “white component”, and sometimes vague phrasing like “suitable for trade and display”. For buyers and tenants, that can be confusing fast, because B2 is not a pure retail zoning. It is an industrial zoning category meant for general and special industries, with planning rules that are designed to keep the predominant use industrial.

So when you ask, “Can we run a showroom? What can we display? Can we sell on site?” you are really asking about allowable uses, the proportion of industrial versus non-industrial components, and the way the showroom is intended to function.

This guide focuses on how to confirm showroom display limitations in B2 general industry factory and other B2 industrial factory spaces, including what to look for in a specific development before you commit money.

## What “B2 industrial space” actually means for operations

B2, often described in plain terms as Business 2, is an industrial zoning category. URA’s planning guidance frames B2 as a place for general and special industries to operate, and it comes with a clear use quantum requirement. In many B2 sites, at least 60% of total industrial gross floor area (industrial GFA) must be used for industrial or predominant uses, while up to 40% may be ancillary or support uses.

That ratio matters because it sets the boundary around what can take place in a B2 development. Even if a landlord markets part of the building as “white space” or “showroom”, that space sits inside a larger planning framework. If you later find that your showroom activity is drifting toward retail-style selling or frequent walk-in transactions, you may run into compliance problems that are painful to unwind.

In other words, understanding what is B2 industrial space is not just about the unit type on paper. It is about what the building is permitted to do overall, and whether your planned use fits within the allowable uses for B2, particularly around showroom.

## Showroom in B2: what it is meant to be used for

In B2 planning guidance, showrooms show up under allowable ancillary uses. The guidance is more specific than many people expect. B2 showrooms are mainly for the display of bulky or non-over-the-counter products, and for products that are delivered or installed off-site. They are not meant for on-site sale in the way a shopfront does, and typically they need agency endorsement.

This is the heart of your question. Showroom display limitations are not only about what you hang on the wall, or whether you have a nice layout. They are about the functional intent of the space, especially how customers transact.

A useful way to sanity-check your plan is to ask whether your showroom resembles:

- a place to demonstrate and display industrial products,
- with ordering and fulfilment handled outside the showroom, and
- with installations carried out off-site (or at least the actual deliver-and-install work being performed as an industrial service, not as in-store retail).

If your business model depends on “buy now, pay now, take away now” transactions inside the showroom, that is where the risk rises. Even if you label it “display”, the operational reality can still be treated as on-site sale if the product is sold directly from the showroom.

## Predominant industrial use vs ancillary showroom use

B2 industrial space usually mixes industrial/predominant uses and ancillary/support uses within the same development. URA guidance provides examples of allowable predominant uses for B2, including manufacturing (general industry), repair and servicing, production, assembly, knitting mills, core media, e-business, and industrial training. It also allows certain forms of storage, including storage of chemicals or oils.

Alongside that, ancillary uses include things like office, meeting rooms, industrial canteen, and importantly for your topic, showroom. Some categories that are more "consumer-facing" appear under discussions of white component space, subject to planning evaluation.

The practical takeaway is that showroom is not operating as the primary engine of the business in a B2 setting. It is a supporting component. That affects how you should think about staffing, frontage, foot traffic, and even how you design the space.

If you plan to treat the showroom as a full customer-facing retail environment, you are fighting the built-in logic of B2. A showroom can work, but it is a specific kind of showroom, not a general retail storefront.

## "White component" space and why it can change the rules

Some B2 developments have separate industrial and "white" buildings. In others, the "white component" may be within an industrial development. There are even cases where white component space can be strata-subdivided, but with limitations that land subdivision is not allowed.

Why bring this up when you are focused on showroom? Because "white component" can influence what is considered for planning evaluation. URA notes that white component space in B2 developments may allow uses such as shop, restaurant, showroom, association or C&CI uses, office, commercial school, and sports or recreation or fitness uses, subject to planning evaluation.

That does not mean every B2 showroom can morph into a shop. It means the building's internal allocation matters. If your unit is in a white component area, the planning conversation around allowed activity may look different from a unit fully within the industrial/predominant side.

So "confirm showroom display limitations" is not one-size-fits-all. Your confirmation steps should include asking where your unit sits in relation to the development's industrial and white components, and what the approving framework is for that particular component.

## The difference between displaying and selling on site

The most common misconception I see in B2 conversations is a simple one: people assume "showroom" equals "retail". In B2, that assumption is risky.

URA's planning guidance describes B2 showrooms as mainly for display of bulky or non-over-the-counter products, and for products delivered or installed off-site. It also indicates that showrooms are generally not for on-site sale and generally need agency endorsement.

Here is what that usually means in practice for the limitation you care about:

1. Your display can be extensive, but it should align with industrial products that are not typically purchased like everyday retail items.

2. The sale process, if any, should be structured around off-site delivery and installation, and the showroom should not be positioned as a retail counter where customers pick up the goods immediately.
3. If you plan to operate as if it is a store, you will likely need additional confirmation and endorsement that goes beyond what a typical “display gallery” would require.

If you are negotiating a lease or buying a unit, this is where a short, specific question can save months of uncertainty later.

## What to confirm before you sign a lease or buy

Because showroom rules are tied to planning evaluation, the safe approach is not to rely on a marketing brochure alone. Instead, confirm the limitation at the development level and at the unit level.

Here are the confirmations that tend to matter most when dealing with B2 general industrial, new b2 general industrial, or any “upcoming new B2 industrial space” project where the showroom plan is still being discussed.

### Confirm the development’s permitted use split

Since B2 sites must use at least 60% industrial GFA for industrial or predominant uses, and up to 40% may be ancillary or support uses, ask what portion your space falls under. If your “showroom” is occupying a large volume relative to the development’s planning intent, it is worth checking how that fits into the approved use quantum.

### Confirm what category of use the showroom fits into

Showroom is listed as an allowable ancillary use, but showrooms in B2 are tightly controlled. Ask directly whether the activity is intended as a display-only area for bulky or non-over-the-counter products, and whether the products are delivered Sengkang Connection E-Brochure or installed off-site.

### Confirm endorsement requirements

URA guidance indicates that B2 showrooms generally need agency endorsement. That does not mean you will always be blocked, but it does mean you should not assume approval is automatic simply because the landlord labels the space as “showroom”.

### Confirm how “white component” affects you

If the unit is in a white component area, ask what additional uses the development’s planning evaluation might support there. This is where a unit’s location inside the development can matter, not just the zoning label on the URA page.

### Confirm how the lease or sale documents describe the use

This is a practical step, but it is important. The wording in your tenancy agreement, the permitted use clause, and any annexures around fit-out should match your planned showroom activity. If the documents describe “display” but your plan is “retail sale”, you should reconcile that gap before you invest in fixtures, inventory, and staffing.

If you want a compact way to run these checks without missing anything, here is a short list you can use in discussions with your agent, landlord, or the project team.

1. Is the showroom intended for bulky or non-over-the-counter products?
2. Will products be delivered or installed off-site, not handed over as take-away retail?

3. Is agency endorsement required or already obtained for this specific showroom use?
4. Does the unit sit in industrial space or a white component, and what does that mean for permitted activity?
5. Do the contract documents explicitly align with a display-only showroom model?

## Where B2 showrooms commonly fit in real businesses

A B2 industrial showroom makes the most sense for businesses that rely on engineering, delivery, installation, or industrial servicing as the real value. The showroom is then the "credibility and selection layer", not the final step where goods leave the premises.

In a typical scenario, a customer comes in to view equipment, components, or product samples. The business then quotes a solution, coordinates delivery, and installs or integrates the products off-site. The showroom becomes a staging and consultation space, not a retail outlet.

That matches the planning description of B2 showrooms being for display of products delivered or installed off-site. It also matches the kinds of predominant uses permitted in B2, such as manufacturing, repair and servicing, production, assembly, and industrial training. Many B2 factories in Singapore are set up to produce, service, or assemble industrial outputs, and the showroom supports that operational chain.

If you sell high-value equipment or industrial systems, you already know that the "transaction moment" is often longer and more consultative. In that setting, a tightly controlled showroom fits naturally, even if it is less flexible than retail.

## Trade-offs you should expect when choosing B2 space

When people compare B2 industrial space with other options, they often focus on cost and location. That is reasonable, but showroom limitations are a trade-off that can affect your revenue mechanics.

For example, if you operate a model where customers expect same-day take-away purchase, B2's showroom concept may not support the experience you want. You might still display products, but the physical sales workflow may be delayed by delivery, installation, or procurement steps.

On the other hand, if your products are bulky, technical, or require installation, B2 is often a sensible fit. You may also find that the building already has the support infrastructure for industrial operations. That can matter for operational efficiency and for keeping your business aligned with what B2 general industry factory spaces are planned to accommodate.

Another trade-off is compliance effort. Retail-friendly models may require planning evaluation and endorsement in B2 showrooms. So your time and documentation effort may be higher than you expect from a purely commercial storefront mindset.

## B2 factories in Singapore: why unit context matters

B2 industrial factory spaces can be found in industrial developments and certain JTC properties, with units suitable for general manufacturing and generic industrial uses. Some leasing structures and multi-user formats also exist, including cases where parking may be private car parking lots subject to conditions.

For showroom planning, the key point is this: the unit's context inside the development often affects what is practical. Multi-user industrial developments may have shared rules around common areas, access, and even how customer traffic is managed. That can shape how your showroom functions day to day, even if the zoning category is the same.

When you are "buy B2 general industry factory" or considering "B2 industrial factory" units in specific projects, the buyer or tenant diligence should treat showroom plans as part of the development's operational ecology, not just interior design.

## GPR and the "unlocking" of white uses: another layer to ask about

Showroom limitations can also intersect with built form and development controls. URA notes that a minimum GPR of 2.0 must be achieved and used for industrial purposes before remaining GPR 0.5 may be unlocked for white uses on certain B2 sites.

That does not automatically tell you what your showroom can do. It does, however, reinforce that "white uses" and the space allocation for ancillary uses are structured, not ad hoc.

If you are buying or leasing in a project where the white component is part of the plan, it is worth asking the project team how the approved parameters are set up. The goal is not to get lost in technicalities. The goal is to ensure the showroom use you want is consistent with the development's approved way of unlocking or allocating space for white uses.

## Fit-out decisions that can accidentally push you out of showroom intent

Even if your business model is display-friendly, fit-out can blur the line.

A showroom designed like a warehouse with no transaction counter usually stays closer to "display". A showroom built like a branded retail store with checkout, inventory back-of-house set up for walk-in purchases, and a workflow that encourages immediate product handover can start to look like on-site sale.

I am not saying interior design alone determines compliance. But it influences how regulators and landlords interpret your actual operations. If your plan is to remain within the permitted showroom function, keep your customer experience aligned with the description: display of bulky or non-over-the-counter products, and products delivered or installed off-site.

This is also where you can be honest with yourself during planning. If you are thinking, "We can just let customers pick up units quickly if they want," that is the kind of operational exception that can become the default once volume increases.

## How to think about "upcoming" projects and uncertainty

With "upcoming new B2 industrial space" or "new b2 general industrial" projects, showroom limitations can be even harder to predict because details may be still in motion. Developers often present conceptual plans. Landlords may describe broad intentions. But URA guidance indicates showrooms are tightly controlled and generally need agency endorsement.

So for upcoming projects, ask for more than marketing labels. Try to get clarity on what has already been approved, what is planned, and what still requires endorsement. If the answer you get is mostly "should be fine" or "usually approved", treat that as a red flag.

The most constructive approach is to schedule a structured conversation where you walk through your intended operation: what you display, how customers interact with the space, how orders are processed, and how delivery and installation happen.

If the project team cannot answer those questions clearly, you do not need to panic. You do need to decide whether the ambiguity is acceptable for your timeline and budget.

## B2 showroom use in the broader “allowable uses” landscape

URA’s B2 guidance lists many allowable predominant and ancillary uses. Predominant uses include manufacturing, repair and servicing, production, assembly, and industrial training. Ancillary uses include office, meeting room, sick room, diesel or pump point, M&E services, showroom, industrial canteen, and selected commercial uses.

So a B2 showroom typically sits alongside industrial functions, not replacing them. That is why the business fit tends to be strongest when your operations are already industrial in nature: you manufacture, repair, assemble, or provide industrial training. The showroom becomes the place where customers see what you do, and then your team handles the operational work off-site.

This is also why many businesses researching “what is B2 industrial space” end up attracted to B2 general industrial options. They want an environment that supports industrial operations while allowing a controlled level of customer-facing display.

## Final reality check: the question you should ask every time

When you are evaluating a B2 industrial space for a showroom, the most reliable confirmation question is simple, direct, and tied to how URA describes B2 showrooms.

Will the showroom be for displaying bulky or non-over-the-counter products, with products delivered or installed off-site, and not operated as an on-site sale counter?

If the answer is yes, you are probably aligning with what B2 showrooms are meant to be. If the answer is unclear, or if your model depends on on-site selling, you will need more than a “showroom” label in a brochure.

Buying or leasing a B2 industrial factory or “B2 industrial space” unit is a long-term commitment. The best use of your time is to confirm limitations early, before you commit to fit-out, signage, inventory handling, and staffing. That is how you protect your investment and keep your operations steady.

If you want, tell me the type of products you plan to display and whether delivery and installation are done by you, your partners, or third parties. I can help you translate that into the kind of permission-focused questions that landlords and project teams usually understand quickly.