If you have ever toured industrial units looking for a workspace that can handle real production, you probably felt a mismatch quickly. Some spaces are too "office-like" and cannot support the operational reality of equipment, workflows, deliveries, and on-the-ground activity. Other spaces are too "factory-like" and leave little room for the way media teams actually produce content, collaborate, and iterate.

That is where b2 industrial space in Singapore often comes up. "B2" is not just a label for "industrial". It is a specific zoning category with planning rules tied to what kinds of work you can do there, how much of the development must be used for industrial purposes, and what ancillary or "white component" uses might be allowed. For teams exploring what is b2 industrial space, or producers looking at a b2 industrial factory or b2 factories in Singapore for media production, the key is to understand the rules before you fall in love with the unit layout.

Below is a practical, experience-informed guide to how B2 space works for media production and core media uses, what you should watch for when evaluating a new b2 general industrial unit, and how to think about buying versus renting in a way that stays grounded in what the zoning permits.

What "B2" actually means, in plain terms

In Singapore, B2 ("Business 2") is an industrial zoning category intended for general and special industries. Planning guidance places general and special industries in B2 zones, which is why you will typically find industrial activities aligned to those categories in B2 developments.

For an operator, the most important part is not the nickname, but the use quantum. B2 sites must use at least 60 percent of total industrial GFA for industrial or predominant uses. Up to 40 percent may be ancillary or support uses. This ratio matters because it shapes what the development is designed to be, and it also affects what kinds of spaces may exist inside the same project, such as industrial blocks alongside more "white" buildings or components.

When you are looking at a b2 industrial space for media production or core media, you will want to connect your planned activities to two buckets: predominant industrial uses and ancillary or support uses. If your workflow is mostly industrial in nature, you are more likely to fit neatly. If your operation relies heavily on retail-style on-site activities or frequent customer-facing sales, you may hit planning limitations faster.

Where media production fits: core media as a permitted predominant use

One reason people explore a b2 general industry factory or b2 general industrial space is that B2 planning guidance explicitly lists "core media" among allowable predominant uses. That single detail can change the entire feasibility conversation for production companies, post-production groups, and teams that need an industrial environment to support their output.

In addition to core media, B2 allowable predominant uses include manufacturing (general industry), repair and servicing, production, storage of chemicals or oils, assembly, knitting mills, e-business, and industrial training. The presence of core media alongside these tells you something about the planning intent. B2 is built for operational, production-driven uses, not purely commercial showroom models.

So when someone asks, "is core media really allowed in B2?" the answer is yes, as part of the allowable predominant uses category.

Predominant vs ancillary: why the distinction affects your day-to-day

Even when core media is permitted as a predominant use, you still have to work within the development's overall planning structure.

B2 allows up to 40 percent for ancillary uses. These ancillary uses are meant to support the industrial operation rather than replace it. Planning guidance lists examples of allowable ancillary uses such as office, meeting room, sick room, diesel or pump point, M&E services, showroom, industrial canteen, and selected commercial uses.

For many production teams, office and meeting room is a practical match. You might need internal coordination space for schedules, producer-client meetings, edit review sessions, or project planning. Sick room and industrial canteen also make sense operationally in larger industrial developments where staff welfare and basic on-site services are required.

The trade-off is that you cannot assume every "customer-friendly" or "public-facing" use will be treated the same as office space, or that a setup that looks like a storefront will automatically fit. The zoning rules are written to keep the site's main purpose industrial.

"White component" space and what can change in practice

Some B2 developments may include separate industrial and white buildings. In addition, white components within industrial developments may be strata-subdivided, but there must be no land subdivision.

This matters for teams because it can affect what you actually end up leasing or owning. A multi-user environment can give you options, but it also introduces another layer of coordination. You might lease an industrial unit suited for core media functions, while the same property also contains white components that house other uses permitted under planning evaluation.

Also, there is mention that white component space in B2 developments may allow certain shop, restaurant, showroom, association/C and CI uses, office, commercial school, and sports or recreation or fitness uses, subject to planning evaluation. That "subject to planning evaluation" phrase is important. It means you should not treat white component permissibility as a universal checklist you can apply without checking the specific development's approvals and how it was implemented.

If you are considering buying b2 general industry factory space, or you are eyeing an upcoming new b2 industrial space, the "white component" angle can shift your operational experience substantially, especially if you expect frequent visitors or vendor footfall.

B2 showrooms: display is not the same as on-site selling

B2 showrooms are tightly controlled. They are mainly for display of bulky or non-over-the-counter products, or for products delivered or installed off-site. Planning guidance also indicates that showrooms are not for on-site sale and generally need agency endorsement.

This is one of those details that surprises teams that are used to a more retail mindset. If you are a media production company, you might think "showroom" only matters if you sell equipment or props directly. But in practice, producers sometimes use display space to show gear, set builds, lighting rigs, or branded product collections.

In B2, if that display is closer to a retail counter or depends on on-site sales, you may run into constraints. The safe approach is to align "display" with the allowable intent, and to treat agency endorsement as a necessary part of the evaluation when the plan looks like customers buying on site.

If you are exploring a b2 industrial factory space that includes showroom components, use your questions to clarify the difference between display and sale, and what "off-site delivery or installation" would mean for your specific operation.

Core media inside B2 factories in Singapore: what to look for

People often search for "b2 factories in Singapore" as if the answer is a catalog of facilities. In reality, two B2 sites can both permit core media as a predominant use, and still feel very different once you evaluate practical fit.

Here are the factors that tend to matter most when core media is your intended workstream.

First, think about how much of your day is tied to industrial operational needs. B2's use quantum is built around industrial predominance, and the development is expected to keep at least 60 percent of total industrial GFA as industrial or predominant uses. A core media user usually has a stronger argument for predominance when the activity genuinely functions like production, not merely office work with light equipment.

Second, look closely at the unit as a work environment, not just the label. Minimum unit-size guidance exists to ensure the space is meaningful for operational needs of industrial uses. That does not mean every unit is automatically **sengkangconnection.com.sg** perfect, but it does reinforce that B2 is not intended for tiny, impractical layouts where production workflows become constant bottlenecks.

Third, consider how the development is structured. Some properties may have both industrial and white buildings, and the way strata subdivision works can affect your access patterns and your tenant mix. The guidance says white components can be strata-subdivided, but there must be no land subdivision. In practical terms, you will want to understand how your tenancy boundary interacts with shared areas, access corridors, delivery points, and any support spaces that the development provides for industrial users.

Fourth, plan for the GPR rules and unlocks. There is guidance stating 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 is technical, but the practical implication is that some developments can only support a certain level of white usage once the industrial side meets requirements. If you are searching for a "new b2 general industrial" project with mixed uses, it helps to ask whether white usage is available in a way that matches your expected operations.

Finally, do not ignore the practical reality that industrial use controls often affect leasing terms and what you can do inside your space. For example, the guidance indicates that leasing or sub-leasing of space is allowed for many B2 developments, and some strata units in multi-user B2 developments may have private car parking lots subject to conditions. Those details matter if your production involves frequent equipment movement, time-critical deliveries, or staff commutes.

A grounded way to evaluate any "new B2 general industrial" or "upcoming new B2 industrial space" listing

It is tempting to judge a space by photos and floor area. In B2, you will save time by aligning your checklist to the zoning logic: industrial predominance, allowable predominant uses including core media, ancillary use limits, and how the property was designed.

If you are looking at a b2 industrial factory, whether it is a mainstream industrial development or a more specialized arrangement under JTC properties, use this as a sanity check. (This is not a legal checklist, but it reflects the planning boundaries that the guidance describes.)

- Confirm the intended use lines up with allowable predominant uses, especially “core media” if that is what you are building your operations around.
- Ask how the development meets the 60 percent industrial GFA requirement for industrial or predominant uses, because that ratio influences how much of the property is truly operating industrially.
- Clarify what parts of the development are industrial versus white component, particularly if you need office, meeting rooms, or any “customer-facing” arrangement.
- If any showroom-like plan is involved, verify that it aligns with B2 showroom constraints, meaning display focus rather than on-site sale, and whether agency endorsement is expected.
- Check whether leasing, sub-leasing, or parking conditions apply to your unit type, especially if you need equipment access and realistic logistics.

That last point is often overlooked. Teams assume they can operate like an office. But the whole reason B2 can work for production is that it supports industrial operations. If your work involves frequent movement of gear, you want the unit’s operational reality to match, not just the permitted use category.

Media production operations: where the edge cases show up

Core media being allowed does not automatically solve every operational detail. The zoning framework creates several edge cases that show up during fit-out and operating plans.

One edge case is how “core media” is interpreted relative to other media-adjacent activities. The guidance confirms “core media” as an allowable predominant use. But in real life, media companies often blend core production with commercial servicing, client retail, branded events, or training offerings. Some of those may fit within other categories in B2. For example, industrial training is listed among allowable predominant uses, and offices and meeting rooms are listed among ancillary uses. That suggests there is room for structured activities that support production.

The risk is trying to treat a B2 production unit like a retail outlet. Showrooms are tightly controlled, and on-site sale is generally not the intent. If a plan requires frequent customer purchasing on site, the showroom constraint can become the controlling factor rather than core media.

Another edge case is when teams plan to expand the footprint by converting more space into white uses without the industrial basis. The GPR guidance indicates 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. Even if your core media is permitted, expansion of white usage depends on how the site’s planning and development parameters are set and how they were implemented.

A final edge case is misunderstanding building structure. Some developments may have separate industrial and white buildings. White components can be strata-subdivided, but there is no land subdivision. If your operational plan assumes you can control every aspect of the plot boundary, or that you can reconfigure access in a way similar to non-zoned commercial lots, you can be disappointed.

If you are buying: what “buy b2 general industry factory” should trigger in your due diligence

When someone says they are looking to buy B2 general industry factory space, they usually have a motivation: stability, control, and the ability to tailor the unit for production workflows.

But B2 is planning-led. Buying changes your financial posture, not your zoning obligations. That means your due diligence still needs to focus on how the development and the unit were approved for industrial and ancillary uses.

Here is what tends to matter in practice, without getting into speculative legal details.

First, confirm the development supports core media as a predominant use in the way your business intends to operate. Second, understand the industrial versus white component boundaries so you know what you can reasonably expect in your immediate environment. Third, check whether any showroom component exists and what it permits, since B2 showrooms are not a free-for-all and generally need endorsement.

There is also the matter of unit practicality. Minimum unit-size guidance is designed so the space remains meaningful for operational needs of industrial uses. If a listing looks small enough that your equipment and workflows do not fit comfortably, you may be able to rent it but struggle to operate long-term.

If you are comparing a "buy" decision against renting, the public guidance available here does not say there is a universal rule that buying is better. The correct answer depends on the specific development, how your business will scale, and whether you need industrial flexibility over time. Your best comparison is not just price per square foot. It is how the zoning-permitted use and the unit logistics match your production plan.

Renting and leases: why "leasing allowed" still needs careful alignment

The planning guidance notes that leasing or sub-leasing of space is allowed for many B2 developments. That is good news if you want mobility, try a location for a season, or need time before committing to a purchase.

But leasing is not the same as "operating however you want." Your permitted use and the development's permitted mix still apply. If your business plan shifts from core media to a more customer-facing showroom model, or if you intend to increase the white component portion of your operation, you may trigger planning questions. Leasing gives you flexibility, but it does not override the zoning intent.

If you are renting within multi-user environments, also pay attention to any conditions around private car parking lots where applicable. For productions that depend on consistent equipment movement, parking conditions can become operational constraints rather than administrative footnotes.

JTC properties and B2 space: how listings can be described

When people search for B2 factories in Singapore, they often encounter listings tied to industrial space providers. The guidance context here indicates that B2 space can be found in industrial developments and selected JTC properties, and that JTC examples state units are suitable for General Manufacturing and Generic Industrial Uses.

That matters because listings can describe suitability using broader "generic industrial" language. If you are specifically building a core media operation, your safest approach is to tie the listing's "generic industrial" description back to the B2 allowable uses framework. Core media is explicitly included as an allowable predominant use, but the way a listing summarizes it can vary.

So when you are evaluating a "new b2 general industrial" option from a provider, don't stop at the marketing phrase. Map your intended activities to the B2 categories, and confirm that core media is the right fit for your predominant use.

Upcoming B2 industrial space: why timing is more about approvals than hype

“Upcoming new B2 industrial space” sounds like a growth story, but the real gating factors are planning approvals, the industrial and white component implementation, and how the use quantum ends up being delivered.

In B2, planning rules are not cosmetic. The 60 percent industrial GFA requirement for industrial or predominant uses is structural. Similarly, the unlocking of GPR for white uses depends on meeting minimum GPR levels used for industrial purposes. Those technical parameters can influence whether a development offers more mixed-use comfort or remains firmly industrial.

So if you are scouting a future project, focus your questions on operational readiness: what the development will actually contain, how the industrial areas will function, and whether the white components are designed in a way that supports your planned ancillary activities.

For media teams, that can mean the difference between having a practical office area and having office space that is too disconnected from the production floor to be useful.

What is B2 industrial space, for media teams specifically?

If you had to reduce it to one sentence for operators, B2 industrial space is a zoning category designed for general and special industries, where core media can be a permitted predominant use, and where the development must keep a minimum industrial share of total industrial GFA, with ancillary uses capped and showrooms tightly controlled.

That one sentence captures the operational impact:

- Your business needs to fit the industrial/predominant use intent.
- Your ancillary needs, like office and meeting rooms, must sit within the allowable support uses.
- Any showroom-style customer-facing model needs to align with constraints and endorsement expectations.
- The development’s structure and technical readiness determine what mixed functionality exists on the ground.

Two practical scenarios to sanity-check your plan

To make this concrete, here are two common scenarios I have seen teams wrestle with when they compare options for b2 industrial factory or b2 general industrial spaces.

Scenario 1: A core media studio that also needs producer offices

A production company that records, produces, and manages media outputs can often align very naturally with core media as a predominant use. Office and meeting rooms are explicitly allowable ancillary uses, so internal coordination space usually fits well within the B2 support framework.

The operational question becomes less “is core media permitted?” and more “does the unit and development configuration support how production runs in practice?” If equipment movement, workflow adjacency, and space meaning are in place, the zoning framework tends to behave like an enabler.

Scenario 2: A studio that wants a showroom retail model for gear and clients

If your plan includes on-site sale or a retail counter experience, B2 showroom constraints become a major hurdle. Even if you are still doing media production, the showroom portion is tightly controlled and is mainly for display of bulky or non-over-the-counter products, or products delivered or installed off-site. On-site sale is generally not permitted, and agency endorsement is typically needed.

In this scenario, you might still do media production as core media, but you would need to reframe the showroom plan into a display-oriented model, or move sales activities elsewhere.

The point is not to discourage creativity. It is to keep the business model aligned to what B2 is designed to permit.

A quick checklist for media teams deciding between B2 options

If you are comparing multiple b2 industrial space listings, you can use one more focused checklist to avoid the classic mistake of choosing based on aesthetics alone.

- Make sure your planned predominant work is genuinely core media, not a hybrid that quietly depends on on-site retail or continuous public sales.
- Confirm that the development offers the kinds of ancillary support you actually need, like office, meeting rooms, and industrial canteen, within the allowable support-use structure.
- Treat B2 showrooms as display-first spaces, and do not assume on-site sale is acceptable.
- Check logistics, access, and what leasing or parking conditions apply to the specific unit type.
- When the development is described as "industrial plus white component," ask how that translates into the spaces you will practically use day to day.

If the answers are consistent and the unit layout supports production workflows, then B2 can be a strong fit.

Closing thoughts for buyers, tenants, and curious operators

Whether you are searching for a new b2 general industrial unit, considering buying b2 general industry factory space, or simply trying to understand what is b2 industrial space before you spend time on viewings, keep your focus on the governing idea: B2 is industrial first.

Core media is explicitly listed as an allowable predominant use, which gives media operations a clear planning pathway. The development must reserve at least 60 percent of total industrial GFA for industrial or predominant uses, while ancillary uses are capped and controlled. White components and showrooms may exist, but they come with their own constraints and planning evaluation requirements.

If you approach B2 like a production operator, mapping your workflow to the zoning intent and testing the practical fit, you will waste less time. And you will be more confident that the space you choose can carry your output, not just your paperwork.