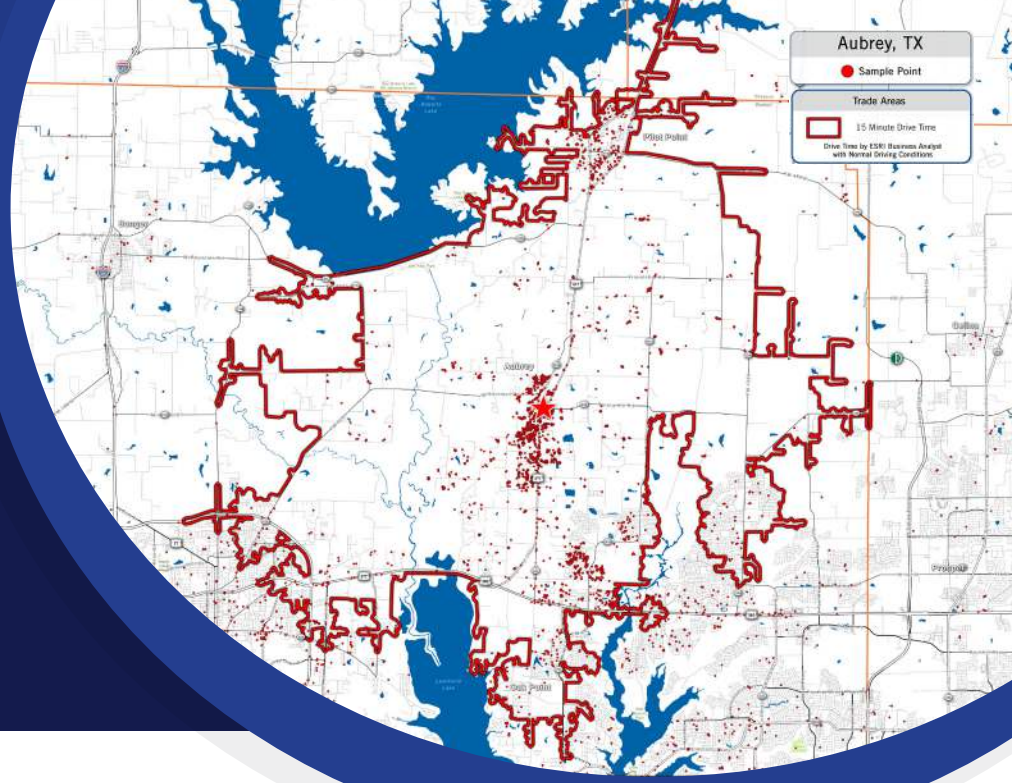
Aubrey, Texas

The City of Aubrey is located in northern Denton County along US Highway 377, north of US Highway 380, with regional access to Denton, Fort Worth, and Dallas. Aubrey benefits from its location in the Dallas-Fort Worth Metroplex, the fastest growing metro area in the nation, and is located in one of the fastest growing areas of Dallas-Fort Worth.

Aubrey cherishes its rural heritage with festivals and events that celebrate its agricultural roots and prime location for recreation and hospitality. Aubrey is home to multiple special event and wedding venues on picturesque farms and ranches, as well as opportunities for equestrian recreation.

Low tax rates and a business-friendly atmosphere welcomes commercial development. Aubrey's primary retail node is at the intersection of US Highway 377 and FM 428 / Spring Hill Road. Just minutes away from the beauty and recreational opportunities of both Lake Ray Roberts and Lake Lewisville, and a short drive from Interstate 35, the Dallas North Tollway, and US Highway 380.



CITY SNAPSHOT

Average Household Income
$148,183

Median Household Income
$114,599

Median Age
35.2

Owner-Occupied
89.9%

Total Population Growth (2025-2030)
10.2%

Primary Trade Area

Aubrey's Primary Trade Area (PTA) was based on customer intercepts at existing retail within Aubrey. The farthest 5% intercepts were discarded as outliers and the remaining 95% were used as the sample pool. Using the closest 65% of the sample pool, the Aubrey PTA is equal to a 15 minute drive time.

DEMOGRAPHICS

Location	City	City+ETJ	PTA (15 min)
Population	13,077	26,444	87,017
2025-2030 Annual Growth Rate	2.0%	2.2%	4.9%
2030 Population	14,415	29,534	110,511
Daytime Population	9,134	17,608	62,246
Median Household Income	$114,599	$126,049	$111,407
Average Household Income	$148,183	$156,945	$140,475

Source: Esri

TRAFFIC COUNTS

Location	Vehicle Count
US Hwy 377, south of Highmeadow	18,330
US Hwy 377, south of FM 428/Spring Hill	17,351
US Hwy 377, north of Blackjack	11,456
FM 428/Spring Hill, east of US Hwy 377	9,665
FM 428/Spring Hill, west of FM 1385	9,421
FM 428, west of Main	7,937
Main, north of Commerce (Downtown)	7,736

Source: TxDOT

KEY CONTACTS

Christine Gossett
Executive Director - Economic Development
Mobile: (940) 765-1215
cgossett@aubreytx.gov

Aubrey Municipal Development District
205 S Main St, Aubrey, TX 76227
Office: (940) 440-9343 x110
aubreymdd.com

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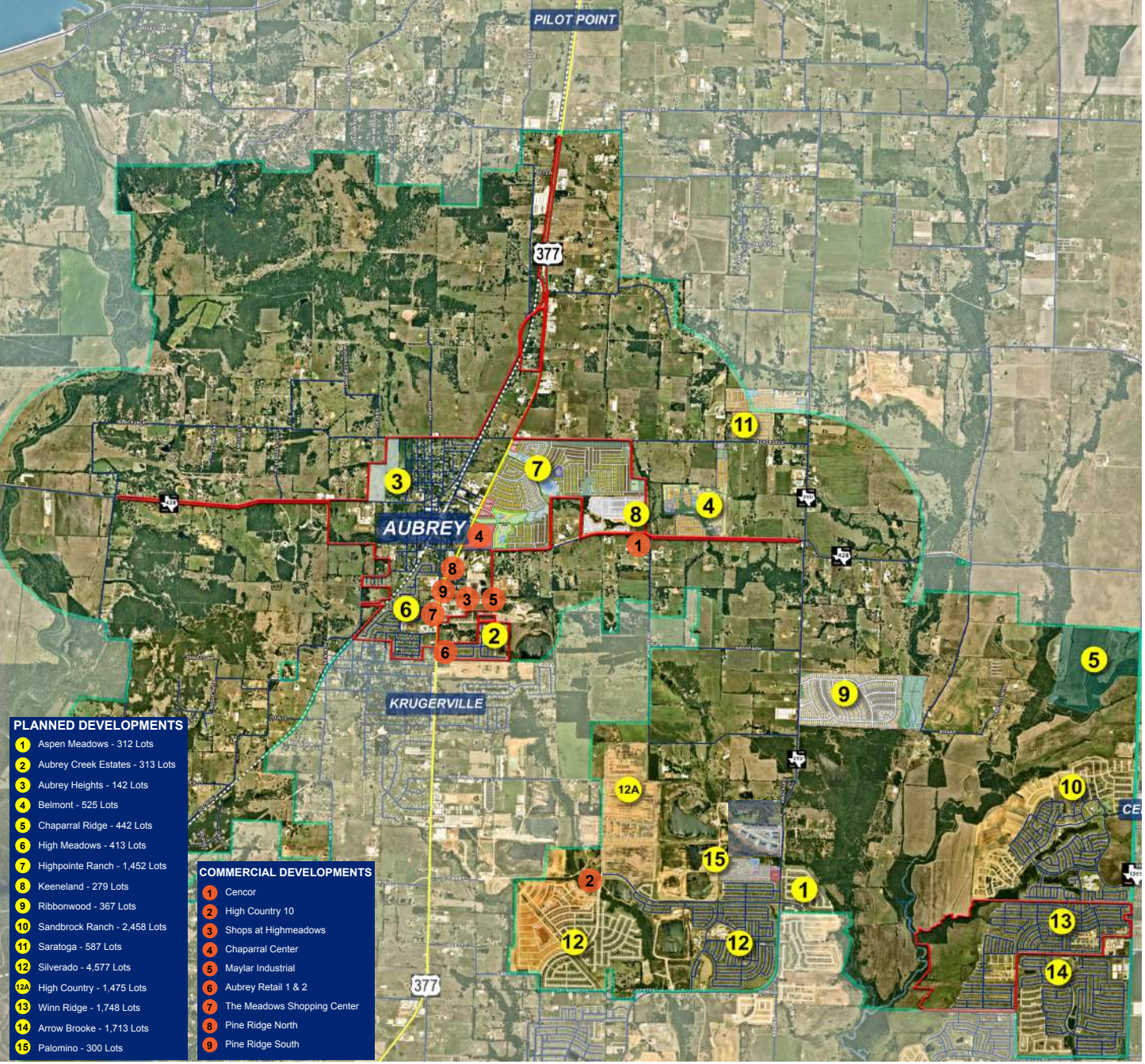
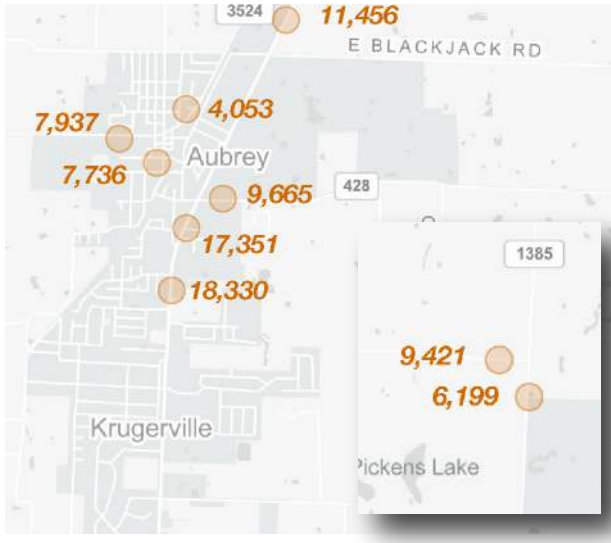


LEGEND

- CITY LIMITS
- ETJ
- HIGHWAYS
- LOCAL ROADS
- RAIL

*ETJ and City Limit boundaries and Zoning are subject to change due to annexations and land-use changes. If you are doing business or building in Aubrey, check with the City Development Services to verify current zoning and city limits/ETJ boundaries.

TRAFFIC COUNTS



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Updated as of 01/06/26