



DIVISION OF
CORPORATION FINANCE

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

May 2, 2011

Jeffrey S. Edison
Chief Executive Officer
Phillips Edison – ARC Shopping Center REIT, Inc.
11501 Northlake Drive
Cincinnati, OH 45249

**Re: Phillips Edison – ARC Shopping Center REIT Inc.
Post-Effective Amendment No. 4 to Form S-11
Filed April 29, 2011
File No. 333-164313**

**Form 10-K for Fiscal Year Ended December 31, 2010
Filed March 30, 2011
File No. 333-164313**

Dear Mr. Edison:

We have reviewed your registration statement and have the following comments. In some of our comments, we may ask you to provide us with information so we may better understand your disclosure.

Please respond to this letter by amending your registration statement and providing the requested information. Where you do not believe our comments apply to your facts and circumstances or do not believe an amendment is appropriate, please tell us why in your response.

After reviewing any amendment to your registration statement and the information you provide in response to these comments, we may have additional comments.

Prospectus dated September 17, 2010

1. We note your disclosure on pages 2, 75 and 126 that you expect to pay monthly distributions to your stockholders at a rate that is consistent with your past and projected operating performance, with due regard to your modified funds from operations (MFFO) as a key measure of your operating performance. We also note your statement that you covered distributions from MFFO within four months of operations in your press release included with the Form 8-K dated April 19, 2011. Given that MFFO is not an indication of your liquidity and not an indication of funds available to fund your cash needs, including your ability to make distributions, please remove this disclosure. This comment also applies to your future Exchange Act periodic reports.

Prospectus Supplement No. 11 dated April 29, 2011

Real Estate Investment Summary, page 2

2. Please disclose the weighted average capitalization rates for recently acquired properties. Please also disclose how you calculate capitalization rates and describe any assumptions used. Please provide similar disclosure in your future Exchange Act periodic reports for the applicable reporting period.

Funds from Operations and Modified Funds from Operation, page 5

3. Please revise this section to more clearly explain how MFFO is useful to an investor. To the extent you believe that MFFO is a useful measure for investors to evaluate historical performance, please provide more detailed disclosure on why, particularly given that the measure may exclude significant acquisition costs and impairments, both of which may have reduced the value of the shares offered, and both of which relate to key aspects of your buy and hold strategy. Please also specify in detail the limitations for an investor of using MFFO as a historical performance measure. Alternatively, if you believe that MFFO may be a useful for an investor assessing the sustainability of current performance in the future, after the offering and acquisition stage, please provide more detailed disclosure on the limits of this usefulness. To the extent you include disclosure on the usefulness of the measure to management, please clearly separate this discussion from the discussion of the usefulness to investors. To the extent applicable, please provide similar disclosure in your future Exchange Act periodic reports.
4. Refer to your reconciliation tables on page 8. Please reconcile MFFO from GAAP net loss through NAREIT FFO in one table. To the extent applicable, please provide similar disclosure in your future Exchange Act periodic reports.
5. We note one of your MFFO adjustments is for sponsor contributions to capital when no additional securities are issued, which reflects general and administrative expenses incurred by you. It is unclear why you believe the elimination of these general and administrative expenses, which you incur to operate your business, improves comparability with other real estate operators. Please revise your disclosure to provide more detailed disclosure to explain why this adjustment is useful to investors. To the extent applicable, please provide similar disclosure in your future Exchange Act periodic reports.

Distributions Declared, page 5

6. Please disclose the cash source of distributions paid. Please provide similar disclosure in your future Exchange Act periodic reports.

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7. Please disclose your cumulative earnings or FFO since inception as compared to your cumulative distributions. Please provide similar disclosure in your future Exchange Act periodic reports.

We urge all persons who are responsible for the accuracy and adequacy of the disclosure in the filing to be certain that the filing includes the information the Securities Act of 1933 and all applicable Securities Act rules require. Since the company and its management are in possession of all facts relating to a company's disclosure, they are responsible for the accuracy and adequacy of the disclosures they have made.

Notwithstanding our comments, before we can declare the amended registration statement effective, the company should provide us with a letter, acknowledging that:

- should the Commission or the staff, acting pursuant to delegated authority, declare the filing effective, it does not foreclose the Commission from taking any action with respect to the filing;
- the action of the Commission or the staff, acting pursuant to delegated authority, in declaring the filing effective, does not relieve the company from its full responsibility for the adequacy and accuracy of the disclosure in the filing; and
- the company may not assert staff comments and the declaration of effectiveness as a defense in any proceeding initiated by the Commission or any person under the federal securities laws of the United States.

Please contact Sandra B. Hunter, Attorney-Advisor, at (202) 551-3758 or me at (202) 551-3655 with any other questions.

Sincerely,

Sonia Gupta Barros
Special Counsel

cc: Robert H. Bergdolt, Esq.
DLA Piper LLP
Via *facsimile*: (919) 786-2202