

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549  
Notice of Effectiveness

**Effectiveness Date:** August 12, 2010 5:30 P.M.

**Form:** S-11

---

**CIK:** [0001476204](#)

**Company Name:** Phillips Edison - ARC Shopping Center REIT Inc.

**File Number:** [333-164313](#)