Segun valor, muestre o esconda icono al cargar, y ponga tooltip

<asp:ButtonField ButtonType="Image" CommandName="ViewDoc" Text="View" ImageUrl="~/Look.ico" />

protected void dg\_RowDataBound(object sender, System.Web.UI.WebControls.GridViewRowEventArgs e)

{

if (e.Row.RowType == System.Web.UI.WebControls.DataControlRowType.DataRow)

{

if (e.Row.Cells[4].Text == "1")

{

e.Row.Cells[col\_view].Controls[0].Visible = true;

foreach (System.Web.UI.Control ctrl in e.Row.Cells[col\_view].Controls)

{

if (ctrl.GetType().BaseType == typeof(ImageButton))

{

((ImageButton)ctrl).ToolTip = "View Attachments";

((ImageButton)ctrl).ImageUrl ="~/Look.ico"

}

}

}

}

}